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Henry Field's **FALL** MERCHANDISE **CATALOG**

~ 1928 ~

HENRY FIELD SEED CO.

SHENANDOAH, IOWA

DARWIN COLLECTION

Mostly soft shaded Darwin beauties
with a few of the brighter varieties of
Cottage Tulips. Order Collection No. 1978

20 bulbs 75c POST
PAID



If you want a healthy carpet-like lawn

Plant our Lawn Grass Mixture. Yes,
Fall is the best time of all to plant it.
50c per lb. postpaid, and a pound will do
for 200 sq. feet.

SPECIAL—10 lb. sack \$4.50 postpaid.



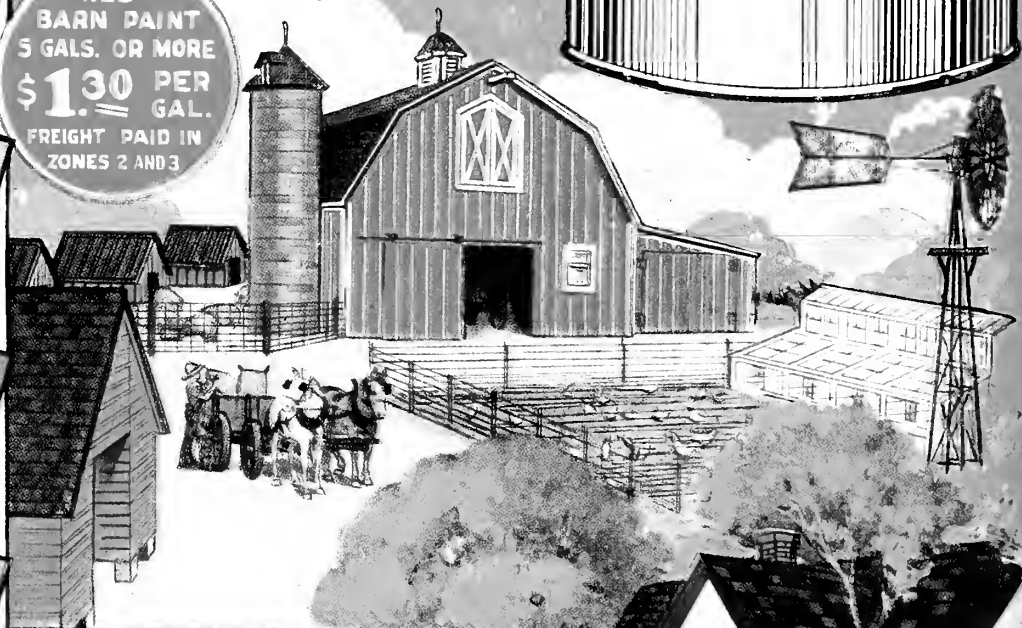
RED RUSSIAN LILY

75c each; 3 for \$2.00 POST
PAID

Bright orange red, blooms very freely,
early in June. Absolutely hardy. Plant
either spring or fall.

If my paint doesn't
work easier, go farther,
last longer and cost
less than others~~~
it's no trade Henry Field

RED
BARN PAINT
5 GALS. OR MORE
\$1.30 PER
GAL.
FREIGHT PAID IN
ZONES 2 AND 3



Try This and See If I'm not Right

Everybody wants a bright, clean, freshly painted home. But somehow folks have got the idea that paint is expensive. It certainly isn't at our prices.

Just to see if you have the wrong impression, get out your pencil. Figure up the paint you'd need. (One gallon will give 2 coats to 250 square feet.) Include the house, barn, fence and everything. Put it all down and add it up. I'll bet you'll be surprised at how reasonably you can paint your place.

Yes, we guarantee our paint fully. It's good paint, the best we know anything about. Two years ago we started selling a few gallons a day. Lately we have been selling a car-load every day. The reason is high quality at a reasonable price. Real quality, tried and tested by time, and recommended by thousands of users including a lot of professional painters.

So, paint up this fall. The place will look so much improved you'll wonder why you didn't get at it sooner.



ANY COLOR
HOUSE PAINT
5 GALS. OR MORE
\$2.30 PER
GAL.
FREIGHT PAID IN
ZONES 2 AND 3.

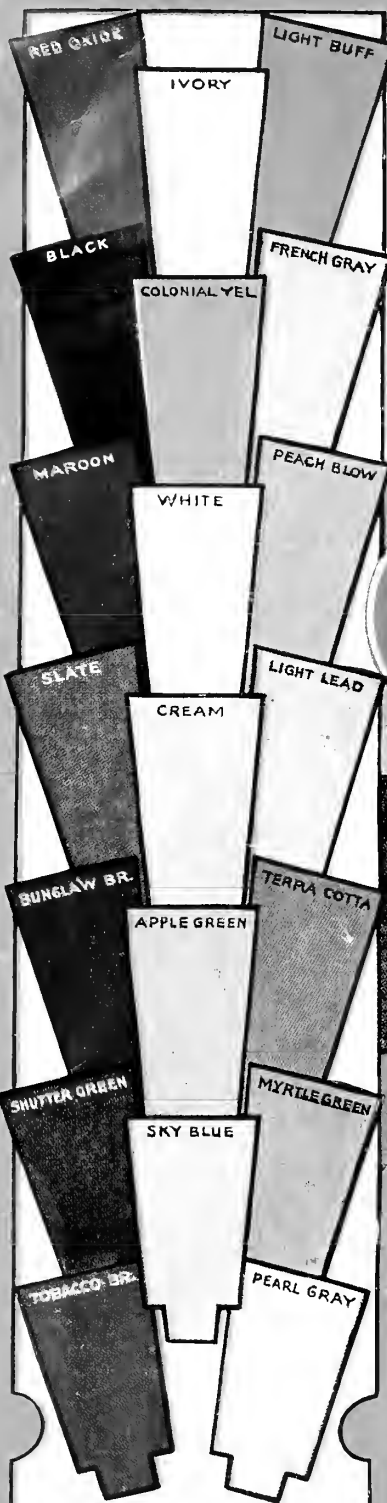
My Guarantee Protects You

If for any reason our paint does not come up to your every expectation, after applying two gallons, you may return the remainder and we will refund the entire amount you have paid, including any transportation charges, and after any reasonable length of time, if the paint is not giving you the service you are entitled to, we will send you paint free to repaint the job.

H. F.

Select Colors from THIS CHART

You'll sure be proud of your place when it is painted up, especially the house and barn. But, if you want to do the job up right, 100% pretty, why you ought to paint the fence and sheds, too. Besides saving its cost in wear and repair, paint actually increases property value many times its cost. Yes, it pays to paint and it costs less if you order from us. Prompt shipment fresh from the factory.



FIELD'S SEED SENSE

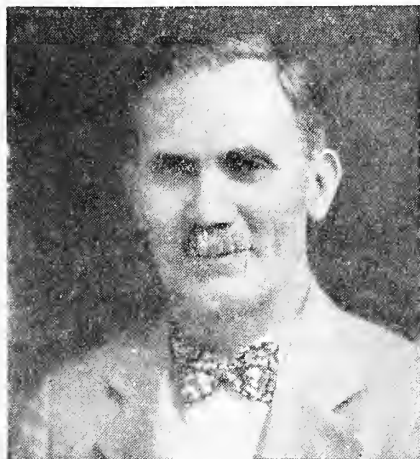
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Vol. 16

Shenandoah, Iowa. September, 1928

No. 2

Where We All Are and What We Are Doing



Everybody has fussed at me to have a Sunday Best picture taken. Here it is, bow-tie and all. You may not recognize me without galluses and arm bands but it's about the way I look dressed up for company. A little older. A little grayer. A little heavier.

Another year is about gone and I am glad to say again that it is the biggest one we ever had. And, while I never was much to count chickens before they hatch it looks like we are going to do even bigger things yet. I have never thought there was a limit for a business that sticks to quality, sells reasonably, deals fair and square with little and big alike and keeps level headed. We make a few mistakes. Everybody does. But we're mostly willing to take the blame and stand the costs if there are any. I guess that's all a body can do.

Another thing lots of our customers say is that we haven't changed in twenty years. Just folks, the same folks that had a two-room Seed House a great many years ago. Still old-fashioned and mighty proud of the friends we have made. There is something about the old-fashioned way of doing business which I think the modern experts sometimes leave out.

About the children. Well, most of them aren't children anymore. The pictures show those that are home or close to home this Summer. Frank works for me here as head of the Nursery Department. He lives only two blocks from the Seed House. Hope and her husband, Leo Pawek, live a few doors from the Seed House. Letty, John Henry, Georgia and Ruth are still going to school. Josephine came home from teaching and has been helping the smaller children at their pop stand which they run during vacation. Faith



Hope, her baby Bill, and her husband Leo Pawek.

and her family live in California, also Mary and Phillip are there. Jessie is in Chicago. When I was in California late last year, I saw the children there, and saw Jessie, when in Chicago this Spring. Yes, they are all well and happy and doing fine.

Before this page is filled up I want to say again that we like to hear from you all. Good news, if you think we've earned it and criticism if you think we've got that coming. Of course, we like to read the nice things best. But a little medicine might be good for us, too.

And come and see us. I don't know how many years I've been inviting you. But enough of you take me up on it every year that I keep on asking you. I don't know how many hundred thousand will come to Shenandoah before this year is up. Come along with them. Make yourself at home and stay as long as you like.

Henry Field.



Georgia, John Henry, Josephine, Ruth and Letty. The only ones of the children still at home.



Frank and his family. Frank, Robert, Mrs. Frank Field, "J D," and Zoanna.



I often take my visitors to the back door of the Studio Building to see my back yard flower garden.

The Friendly Farmer Station

I can remember when we first planned KFNH there was a lot of doubt about the future of radio. That was five years ago. But I believed in it then and believe in it even more now, especially for the farmer who I think gets the most good out of it. I guess because we are mostly farmers at KFNH we are partial to them. Anyway we are proud to live up to our reputation of being the Friendly Farmer Station.

We call it our station, but it is really yours. The customer has always been "boss" in our business and the listener is "boss" of radio. We like to get your letters and suggestions. Some of our best ideas on programs have come from the letters you folks write. We hope you will just be one of us and send along your opinions. Tell us what you like and want. And be frank in pointing out the weak spots, too. That way you will enjoy KFNH more and help us to make it better for you.

It's so hard to teach an old dog new tricks that we will probably always be old-fashioned. But I guess that's no crime. We will keep on trying our best to entertain you and broadcast what most of you want. Something for all those who enjoy clean, wholesome radio programs.

More Money for your Furs Ship Them to Us

Last year was our first in the Fur Business for our customers and I didn't think there were as many furs in the country as were shipped to us. While I knew from the beginning we could do a lot of good for you fur shippers, I didn't know how much good until I saw the thousands of dollars of checks being mailed out every week. I think every one of them was for more money than the furs would have brought any place else. A lot more money on most of the shipments.

We didn't start selling furs for you folks with the idea of making money out of it. That isn't our idea now. We believe that if we put a fairer value on your furs and sell them better and send you a bigger check, you will sooner or later return the favor. That's the way it worked out last year. Lots of our fur checks were sent to us along with an order and a letter saying they were surprised at the big check we sent them. They told their neighbors about our good work, too.

Well, that's the way it goes. I don't know of anything I'd rather do than send a man more money for his furs than he could get elsewhere. It's the right way to build a business and always pays in the long run.

KFNH Daily Program

This is our latest program with changes to include our new hour from 7:00 to 8:00 o'clock in the evening. Even if more changes are made we will try to keep the main features as near as possible to the present schedule.

- 6:00 - 7:00 A. M. Sunrise Music Hour.
- 7:00 - 7:30 A. M. Morning Worship.
- 7:30 - 7:40 A. M. Pate's Pals.
- 7:40 - 7:50 A. M. Happy Day Club Talk by Mrs. Kate Day.
- 7:50 - 8:10 A. M. Health Talk by Mr. Pearson.
- 7:50 - 8:20 A. M. Discussion of Sunday School Lesson (Sat.)
- 8:10 - 8:30 A. M. Garden Helps by Walt Pitzer.
- 9:30 - 10:00 A. M. Pipe Organ-remote control from Methodist Church.
- 9:20 - 10:00 A. M. (Tues., Thurs. & Sat.) Flower Talk, Helen Fischer.
- 10:00 - 10:10 A. M. Music.
- 10:10 - 10:20 A. M. Talk by Henry Field.
- 10:20 - 10:30 A. M. News Review by Mr. Pearson.
- 10:30 - 11:00 A. M. Business Talks.
- 11:00 - 11:30 A. M. Visitor's Half Hour.
- 11:30 - 11:50 A. M. Newsboy.
- 11:50 - 12:00 Noon Nursery Talks.
- 12:00 - 12:20 P. M. Studio Orchestra.
- 12:20 - 12:30 P. M. Pipe Organ and Sacred Songs.
- 12:30 - 1:00 P. M. Talk by Henry Field.
- 1:00 - 1:30 P. M. Music.
- 1:30 - 2:00 P. M. Kitchen Klatter by Leanna Driftmier.
- 2:00 - 2:15 P. M. Adam Reinemund.
- 2:15 - 2:30 P. M. Ladies' Shopping Hour, Mrs. Day.
- 3:00 - 3:15 P. M. Request Songs by LuEtta.
- 3:15 - 3:30 P. M. Talk by Henry Field.
- 3:30 - 4:30 P. M. Music, (Saturday).
- 3:30 - 4:00 P. M. Music, Tuesday and Thursday.
- 3:30 - 4:00 P. M. Mother's Half Hour, Mrs. Helen Fischer, (Monday).
- 3:30 - 4:00 P. M. Flower Talks, Wednesday & Friday.
- 4:00 - 5:00 P. M. Features & Music.
- 5:00 - 5:30 P. M. Silent.
- 5:30 - 6:30 P. M. Music Hour.
- 6:30 - 6:50 P. M. Mr. Pearson's News Reel.
- 6:50 - 7:10 P. M. Music.
- 7:10 - 7:30 P. M. Henry Field, Letter Basket.
- 7:30 - 8:00 P. M. Music.

SUNDAY

- 8:30 - 9:30 A. M. Old Fashioned Gospel Services.
- 10:45 A. M. Church Services by Remote Control.
- 2:00 - 2:30 P. M. Letter Text Sermonette by Helen Fischer.
- 2:30 - 3:00 P. M. Seed House Sacred Song Services.
- 3:00 - 4:00 P. M. Religious Services.
- 6:00 - 7:00 P. M. Seed House Golden Rule Services.
- 7:00 - 8:00 P. M. Sacred Concert.

Your Fur Shipment Held Separate

Yes, we will continue to hold every shipment separate long enough for you to get your check and write us if you think it isn't the best you could expect. Our kind of honest grading, fairer prices and prompt service will satisfy you, I am sure.

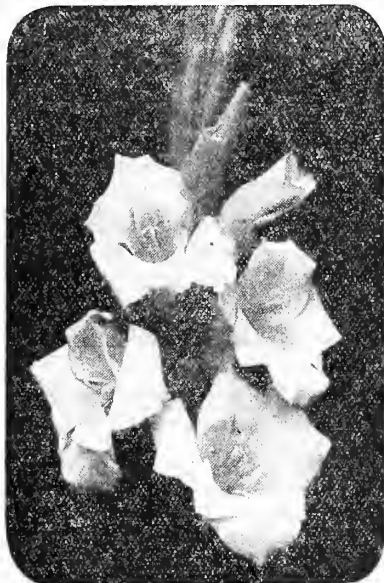
One thing I don't believe in is padded price lists. By that I mean price lists that show higher prices than the market will allow. Yet I guess some firms do. But they get it back from you and then some by lower gradings. We don't do that. And to be extra sure you are fully satisfied we hold every shipment separate so you can recall it if the check don't suit.

Send for Special Fur Tags.

You who know from last year how much more cash you will receive will want to send for our shipping tags. And the rest of you ought to send for some, too, and see if Henry Field won't sell your furs better for you than anyone in the business.

Free Bulbs with Fall Orders

Gladiolus



Le Marechal Foch

If You Want One or a Hundred

	Each	3 bulbs	6 bulbs	per 100
All varieties listed at \$.35 per doz.,	.05	.12	.20	\$2.85
All varieties listed at .50 per doz.,	.06	.18	.30	3.75
All varieties listed at .75 per doz.,	.10	.25	.45	4.90
All varieties listed at 1.00 per doz.,	.12	.30	.55	6.50
All varieties listed at 1.50 per doz.,	.15	.45	.85	8.50
All varieties listed at 2.00 per doz.,	.20	.60	1.10	10.00
All varieties listed at 2.50 per doz.,	.25			

All Postpaid

- 1420—**America.** A pale rose-pink slightly tinged and streaked Tyrian rose. 35¢ per doz.
- 1451—**Anna Eberius.** Dark velvety purple; throat a deeper shade. 35¢ per doz.
- 1470—**Butterboy.** Large, buttercup yellow with flowers nicely spaced on spike. 75¢ per doz.
- 1461—**Crackerjack.** Dark red with yellowish throat. 35¢ per doz.
- 1569—**Carmen Sylva.** Pure white with slight lilac pencilings in throat. 50¢ per doz.
- 1408—**Crimson Glow.** Deep brilliant crimson. Large flowers. 75¢ per doz.
- 1421—**E. J. Shaylor.** A beautifully ruffled pure deep rose-pink. 50¢ per doz.
- 1438—**Elora.** White suffused with pink and dark red blotches on lower petals. Very early. 50¢ per doz.
- 1410—**Gretchen Zang.** Soft pink, blending into scarlet on lower petals. 50¢ per doz.
- 1441—**Helen Franklin.** White, violet penciling on lower petals; ruffled. 50¢ per doz.

If your Gladiolus bulb order is in before Christmas we will allow you at least ten per cent extra on all orders of a dozen bulbs or more. You may select the extra bulbs or we will, just as you like. Don't forget this. The offer will not be continued after Christmas.

Real Bargain Mixtures

- 1401—12 Field's Finest Mixed. Large bulbs. 35¢.
- 1967—100 Field's Finest Mixed. Small bulbs. \$1.00.
- 1968—100 Field's Finest Mixed. Large bulbs. \$2.00.
- 1970—1000 Field's Finest Mixed. Bulblets. \$1.00.
- 1959—50 Field's Finest Mixed. Large bulbs. \$1.00.
- 1404—Primulinus Hybrids Mixed. 35¢ per doz; \$1.00 per 40; \$2.85 per 100.
- 1405—Goodrich Mixed. An extra fine mixture. 90¢ per doz.; 6 for 50¢.

- 1423—**Herada.** Pure lavender-mauve, deeper in throat. Immense blooms. 50¢ per doz.
- 1444—**Lily White.** Creamy-white shading to cream throat. Early. 50¢ per doz.
- 1445—**Lucetta.** White with faint traces of phlox pink in throat. 50¢ per doz.
- 1425—**Le Marechal Foch.** Light silvery cameo-pink. Blooms very early. 50¢ per doz.
- 1499—**Mona Lisa.** A soft pale rose-pink. Ruffled. 50¢ per doz.
- 1427—**Mrs. Frank Pendleton.** Large rose-pink with red throat. 50¢ per doz.
- 1426—**Mary Fennell.** Petals deep lilac shading to primrose yellow throat. 35¢ per doz.
- 1446—**Mary Pickford.** Creamy white with soft yellow throat. 50¢ per doz.
- 1413—**Mrs. Francis King.** Light scarlet splashed deeper red. 35¢ per doz.
- 1508—**Prim Beauty.** Buff-yellow streaked and splashed peach-red. 35¢ per doz.
- 1503—**Edna Pella.** A beautiful rose-pink. Early. 75¢ per doz.

1434—**Roanoke.** Yellow Primulinus with faint red lines on lower petals. 35¢ per doz.

1524—**Rose Glory.** A large ruffled variety of pure rose pink. 75¢ per doz.

1510—1910 **Rose.** Deep pink, white stripe on lower petals. 50¢ per doz.

1515—**Scarlet Glory.** Brilliant orange-red; nicely ruffled. 75¢ per doz.

Gladiolus Special

We have a big crop of the following and are willing to make a special price on them. What we offer is big blooming size bulbs one inch or more in diameter. Orders will be filled after harvest or the first part of December in time to use them as Christmas presents.

1954— 2 each of the following, .55

1955— 4 each of the following, 1.00

1958— 6 each of the following, 1.40

1964—12 each of the following, 2.70

1451—**Anna Eberius.** Dark velvety purple; throat a deeper shade. A beautiful flower. 35¢ per doz.

1470—**Butterboy.** Large golden-yellow. Tall strong plant, with flowers nicely spaced on spike. Primulinus. 75¢ per doz.

1441—**Helen Franklin.** A ruffled white variety; violet penciling on lower petals. 50¢ per doz.

1423—**Herada.** Purest lavender mauve, deeper in throat. Blooms of immense size on tall straight spikes. 50¢ per doz.

1427—**Mrs. Frank Pendleton.** Deep rose-pink, shading to pale pink throat with velvety bright red blotch on lower petals. 50¢ per doz.

1515—**Scarlet Glory.** Brilliant orange-red nicely ruffled. 75¢ per doz.



Scarlet Glory



How to use Dutch Bulbs

Tulips, Hyacinths and Narcissus show up wonderfully well near the foundation of the house or as a border planting. They are also beautiful in small group plantings, especially the Darwin, Mayflowering or Breeder Tulips.

Small groups of from 25 to 100, especially if in solid colors and placed in an effective position will change the appearance of a lawn from a rather drab unattractive place to one of beauty.

With this in mind we have made a number of group plantings that can be adapted to most any situation, whether a border or to fill in some nook that needs a touch of color.

Twenty-five bulbs will cover a space about two feet square or twenty by thirty inches. From this you will have an idea of how much space 25 bulbs will cover in an oval or triangular shape. Fifty bulbs should cover a space two feet by four feet. Full instructions with each order.

Special Bargain Collections

I want to especially recommend the collections listed below. The unusually low price for this type of collection should be a real inducement for you to plant a bed of these beautiful flowers.

In ordering any collection, give the number of the collection you want and then we will know from the price you allow which size or the number of bulbs you want. The prices on all groups is the same and is as follows:

25 bulbs, postpaid	\$1.15
35 bulbs, postpaid	1.60
45 bulbs, postpaid	2.00

COLLECTION 1775

A white with a dainty edging of rose on each petal, which widens as the flower ages. Long graceful stems. Late blooming.

COLLECTION 1776

A heliotrope lilac. A fine bedder. Same blooming season as Darwins and having long stems makes a good cut flower.

COLLECTION 1777

A bright scarlet, very early, single, rather dwarf and fine for bedding or borders.

COLLECTION 1778

An early single tulip, white with a slight rose shading. A good bedder.

COLLECTION 1779

A delicate rose, flushed white. Early, single and fine for bedding or borders.

COLLECTION 1780

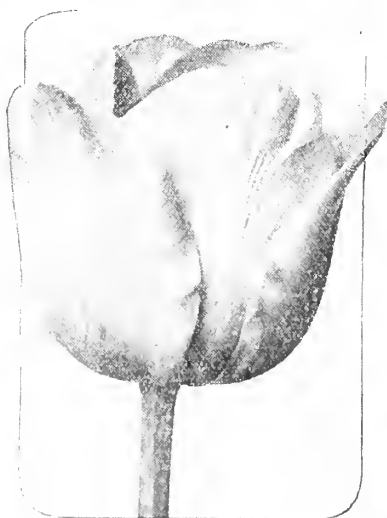
One of the long stemmed Darwins, a bright red. They can be left to brighten up your lawn or can be used as a cut flower.

COLLECTION 1781

A clear canary-yellow, tall, striking, and can be used with good effect. Makes a splendid cut flower. Late blooming.

COLLECTION 1786

The flowers are colored soft tones of buff, bronze or purple in many combinations and shades. Long stems and season same as the Darwins.



DUTCH BULB COLLECTIONS

The pleasing fragrance of the indoor bulbs remind you that Spring is coming and the first flowers to show in Spring are the tulip, crocus, narcissus and hyacinth. You can't get too many of them, and in order that you may have a good variety and a reasonable price, I have made up a couple of collections, one for indoor culture and one for outdoor.

1979 INDOOR COLLECTION

3 Bedding Hyacinths, white	..	.50
3 Bedding Hyacinths, blue	---	.50
3 Bedding Hyacinths, pink	---	.50
3 Paper White Narcissus	----	.35
1 Calla Lily, white	-----	.35
6 Freesias, Rainbow	-----	.50
6 Tulips, Bartigon	-----	.35

Total 3.00

Special Price Postpaid 2.50

1980 OUTDOOR COLLECTION

12 Tulips, Early Single Red	---	.60
12 Tulips, Early Single White	---	.60
12 Tulips, Early Single Yel.	---	.60
12 Tulips, Darwin, Red	---	.60
12 Tulips, Mayflowering Mxd.	---	.60
8 Hyacinths, Bedding, Pink	---	1.00
8 Hyacinths, Bedding, Blue	---	1.00
8 Hyacinths, Bedding, White	---	1.00
12 Narcissus, Mixed	-----	.75
50 Crocus, Mixed	-----	1.00

Total 7.75

Special Price Postpaid 6.55

Half Size Postpaid 3.50

1762 "PURITY" FREESIA

A beautiful, very fragrant flower for house culture. Plant in flower pots in the early fall like Hyacinths or Crocus and they will bloom freely from Christmas on. The bulbs look small but they grow and bloom amazingly. Plant 6 bulbs to a pot.

PRICE—6 for 35¢; 12 for 65¢.

1794 FREESIA RAINBOW MX'TR.

This pretty flower can also be had in colors which we offer here.

PRICE—3 for 30¢; 6 for 50¢; 12 for 95¢.

Darwin Tulips

The beautiful and stately Darwin tulip with its long graceful stem is becoming more popular every year. We plant large quantities of them here at the Seed House because they attract so much attention. They are tall, grow for anybody, and are especially good for cut flowers.

They do not show the bright vivid colors of the Early Single or the May-flowering but the softer colors are beautifully blended.

Even though you plant the Early tulips you will want the Darwins, too. You can quite often have them for Mother's Day in our latitude. The May-flowering tulips are listed below with the Darwins because they come about the same time and grow the same height.

PRICES:- All Darwin and Mayflowering tulips unless otherwise specified, 6 for 35¢; 60¢ per dozen; \$4.50 per 100

1715—**Bartigon.** Fiery crimson with white base.

1716—**Farncombe Sanders.** Scarlet with rosy bloom; inside cerise.

1717—**Clara Butt.** Clear pink, flushed salmon-rose.

1718—**Pride of Haarlem.** Brilliant rosy-carmine with blue base.

1767—**Blush Rose (Baronne De La Tonnaye).** Bright rose margined blush rose.

1768—**Rev. Ewbank.** A lovely mauve, darkening toward base.

1720—**Gesneriana Major.** Rich crimson-scarlet. Mayflowering.

1719—**Inglescombe Yellow.** Sometimes called "Yellow Darwin." Bright canary-yellow. Mayflowering.

1721—**Maiden's Blush.** A white with a delicate carmine-rose edging or margin on each petal. Mayflowering.

1784—Six each of the above, properly labeled. 36 bulbs in all, \$1.60

1785—Two each or 18 bulbs for 85c.

1714—**Darwin Mixed.** A fine mixture of this class of tulips. Price, 50¢ per dozen; \$3.75 per 100.

Single Early Tulips

Plant the Early Single Tulips for the first real early flowers of the Spring. You can plant them in most any situation and they will look all right. Plant them along a walk as a border or near the foundation of the house, or a bed of them near the porch. They are so easily grown they will come up and do well for anyone, and their beautiful striking colors make them great favorites.

A hundred bulbs will plant a bed ten feet long by thirty inches wide, setting the bulbs five inches apart each way. The Darwins and the later tulips can stand farther apart. These bulbs will bloom three years without resetting so the cost is not very great. Full instructions with every order sent out.

Prices as follows except where noted: 6 for 35¢; 12 for 60¢; \$4.50 per 100. All Postpaid.

1765—**Artus.** A beautiful bright scarlet.

1710—**Keizerskroon.** A scarlet, edged with golden yellow. 6 for 40¢; 12 for 75¢; \$5.50 per 100.

1711—**La Reine.** White, faintly blushed with pale rose.

1712—**Yellow Prince.** A clear lemon yellow.

1766—**Rose Gris De Lin.** A delicate pink.

1782—Six each of the above, properly labeled, 30 bulbs in all \$1.50.

1783—Two each or 10 bulbs, 60¢.

1701—**Prize Mxd. Early Single Tulips**

If you want to make a grand display of tulips there is nothing finer than this well balanced mixture of bright colors. 12 for 50¢; 100 for \$3.75.

Early Single Tulips in Separate Colors

Early Single Tulips are very effective when planted in solid colors. They can also be used in a large bed combining the colors. Three colors are very effective in a circular bed.

1703—Red 1704—White 1705—Yellow 1706—Pink

Price assorted or alike your choice. 6 for 35¢; 12 for 60¢; 100 for \$4.00

1702—**Prize Mixed Early**

Double Tulips

While the double tulips are not as satisfactory as the single, they are well liked by a great many. They bloom a little later than the Early Single but the range of color is about the same.

6 for 35¢; 12 for 60¢; 100 for \$4.50.

1981—**RAINBOW COLLECTION**

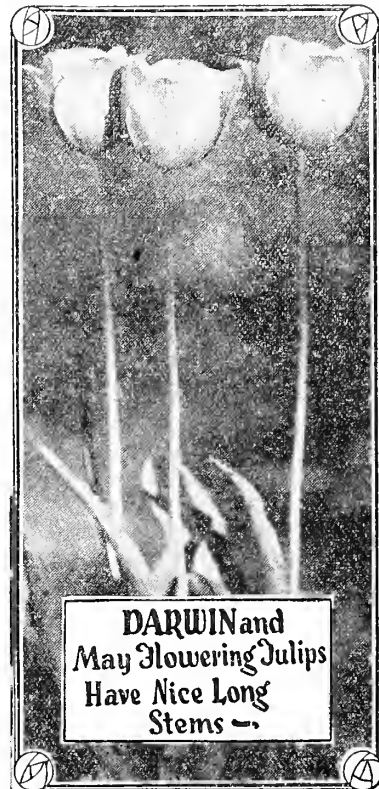
20 bulbs for only 75¢ postpaid

Here is a mixture of tulips that you just can't resist. It is a carefully blended mixture of the prettiest bright colors that will be in bloom when the first birds come in Spring. They are all the Single Early varieties. Select the spot in your lawn they are to occupy and if you need two collections, will make the two at \$1.45, or a single collection for 75¢.

1978—**DARWIN COLLECTION**

20 Bulbs 75¢, Postpaid

Consists of a wide range of the soft Darwin shades and a few of the Cottage varieties to brighten it up. They are all the big long-stemmed varieties, the best for cut flowers. They are not only desirable for cut flowers but a clump grown from this collection will add a touch of color that your friends will admire.



**DARWIN and
May Flowering Tulips
Have Nice Long
Stems -**

1722—**Mayflowering or Cottage**

During the first part of May these tulips will show a blaze of color that is not equaled by any other unless it is the Early Single Tulips. The stems are very long and they make a very desirable cut flower. 6 for 35¢; 60¢ per dozen; \$4.00 per 100.

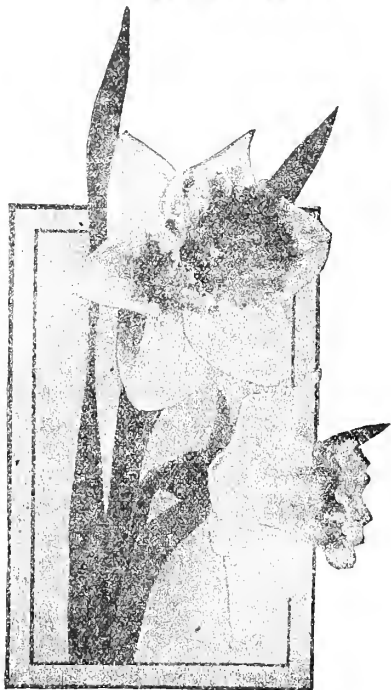
1774—**Old Dutch Breeder Tulips**

While these are an old favorite in Holland they are comparatively new in this country. They include blendings of such colors as purple, orange, violet, old gold, buff, maroon and brown. They are about the same season as the Darwins, rather late, having long stems, and large bloom. Price: 6 for 35¢; 12 for 60¢; \$4.50 per 100, postpaid.

1708—**Parrot or Dragon Tulips**

These odd-shaped petals are cut and fringed and colored the most vivid and gorgeous colors. Price: 6 for 35¢; 12 for 60¢; \$4.50 per 100.

Hardy Narcissus or Daffodils



"The Daffodils that come before the Swallow dares."

They can be planted in patches or clumps near the shrubbery or under shade trees, along the fence or in the hardy border. They are easily cared for. Grass or other flowers will not crowd them out. After once planted, will bloom year after year.

Prices on following four varieties: 6 for 50¢; 12 for 90¢; 25 for \$1.75; 100 for \$6.50, postpaid.

1769—*Princeps*. An early, sulphur-yellow, trumpet variety.

1787—*Barrii* *Conspicuous*. Broad yellow petals and a short wide mouthed cup of darker yellow edged with red.

1788—*Jonquils*. Sweet scented golden-yellow, single flowers.

1789—*Poeticus* *Recurvus*. White with a red eye. Blooms late.

Prices on following three varieties: 6 for 60¢; 12 for \$1.15; 25 for \$2.00; 100 for \$7.00, postpaid.

1740—*Victoria*. Creamy white petals and yellow trumpet.

1790—*Sir Walkin*. Wide spreading petals of pale yellow and cup a bright yellow frequently tinged orange near the mouth.

1741—*Von Sion*. Double yellow.

1791—One each of the above seven varieties all under name. 60¢.

1792—Two each or 14 bulbs in all. \$1.00.

1793—Six each or 42 bulbs in all. \$3.00.

1742—*Narcissus* Mixed. A good mixture of this hardy flower. Price 6 for 45¢; 12 for 75¢; 100 for \$6.00.

1744—*Paper Whites*. A splendid plant for house culture. Can be bloomed in water or in dirt like other bulbs. Plant three bulbs in a four or five inch pot. Price 3 for 35¢; 12 for \$1.25.

**Never Used Anything From us
She Didn't Like**

"We are sending an order for tires and also binder twine and thought we would tell you how well we liked your other things we have used. Have had several pairs of your overalls, and they are fine. Also your ladies' and men's silk hose are great. Your cocoa is the best we ever used. We have never used anything from your station that we didn't like. The men's work shirts sure wear better than any. Your programs are fine. Keep the good work going."—Mr. & Mrs. E. V. Cartwright, Garden Grove, Iowa.

Watch-em Grow Plant Food 8oz. can 50 cents postpaid

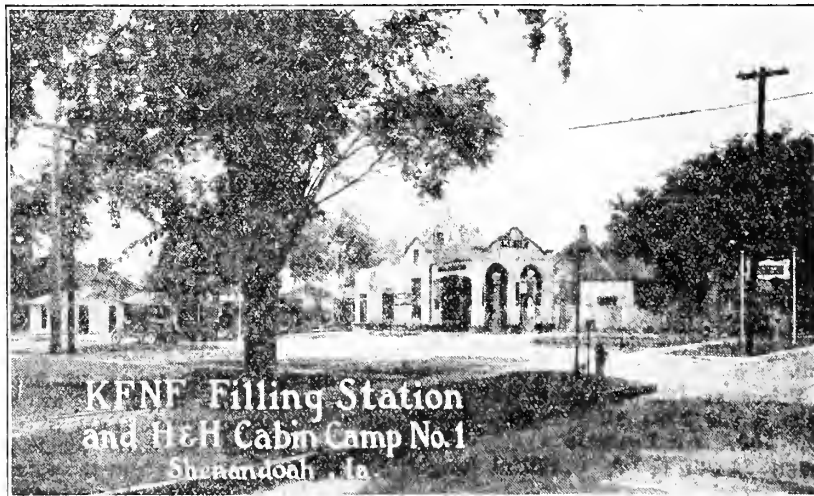
Are you sometimes somewhat disappointed with your flowering plants? They may be just a little spindly or run down and not furnishing you as nice bloom as you would like. In many cases this is a lack of fertility.

Black dirt does not always mean rich soil. The way your plant behaves is a surer indication of the amount of fertility in the soil than the appearance of the soil. A half starved plant cannot resist disease or the attack of insects as well as a well fed healthy plant.

Watch-Em-Grow is a well balanced high-grade fertilizer that will produce a strong vigorous plant, healthy dark green foliage and plenty of flowers, other things being right.

It is a clean odorless powder that dissolves quickly in water and can be easily applied to plants as you water them. Dissolve a rounding teaspoonful in a cup of hot water, pour this in a gallon of cool water and you are ready to feed your plants. For a plant in a six inch pot a pint once a week is enough until you see decided improvement.

Use for house plants of all kinds, for outdoor plants such as bulbs, roses, vines of any kind, lilies, perennials, also lawn grass. In fact, any plant that needs a little added fertility can be helped by the use of Watch-Em-Grow.



Our New Cabins

If you tell us about it soon enough, we can probably reserve a cabin for you here close to us. The KENF Filling Station is just across the street from the Seed House and Studio. Camp No. 1 is just back of the Filling Station while Camp No. 2 is a half block back of that.

I have noticed that Cabin camping is getting to be easily the most popular

with tourists all over the country I have been over lately. It is so much easier to carry just your own bedding and maybe some cooking utensils.

We may some day have enough cabins here for everyone. But this year they are limited and you ought to write ahead for a reservation. Yes, they're reasonable too.

HYACINTHS *the most fragrant flowers that grow*

Hyacinths make one of the very best house plants. They are easily grown and sure to bloom. Their colors are pretty but I believe you will enjoy most of all their fragrance. They are just as good out-doors as a bedding plant or in the border.

1725—**Gertrude.** Dark pink, large compact spike.

1726—**La Victoire.** Bright carmine-rose. Well filled truss or spike of medium height.

1727—**Queen of the Pinks.** A lovely rose pink, broad truss and good sized bells.

1728—**L'Innocence.** The best pure white. A large early variety.

1729—**Grand Maitre.** Deep lavender blue. Beautiful compact truss.

1730—**King of the Blues.** A beautiful dark blue, fragrant and attractive.

1731—**Yellow Hammer.** A pure yellow and a good flower

We can furnish the above varieties in two sizes, the Bedding and the Exhibition size. Prices are assorted or alike.

Bedding Size

1 Bulb	-----	\$.18
3 Bulbs	-----	.85
6 Bulbs	-----	.90
12 Bulbs	-----	1.65
25 Bulbs	-----	3.00
100 Bulbs	-----	11.50

Exhibition Size

The best size for potting		
1 Bulb	-----	\$.25
3 Bulbs	-----	.65
6 Bulbs	-----	1.25
12 Bulbs	-----	2.20
25 Bulbs	-----	4.25

BEDDING HYACINTHS IN SEPARATE COLORS

This is the size most generally used for bedding and as a rule they are bought in color, which means a saving in price. The bulbs are just as good in every way as those sold under name. Price either assorted or alike.

1749—White 1752—Pink
1750—Yellow 1753—Deep Blue
1751—Red 1754—Light Blue

1723—Mixed All Colors

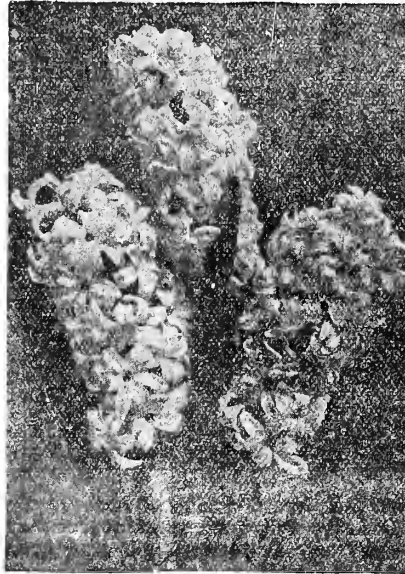
PRICE—6 for 80¢; 12 for \$1.50; 25 for \$2.85; 100 for \$11.00.

DUTCH ROMAN OR MINATURE HYACINTHS

Smaller than either Bedding or Exhibition and suitable for potting or for outdoors.

1755—White 1758—Pink
1756—Yellow 1759—Light Blue
1757—Red 1760—Dark Blue

PRICE—6 for 65¢; 12 for \$1.25; 25 for \$2.25; 100 for \$8.50.



HYACINTHS

1847 CALLA, GOLDEN YELLOW

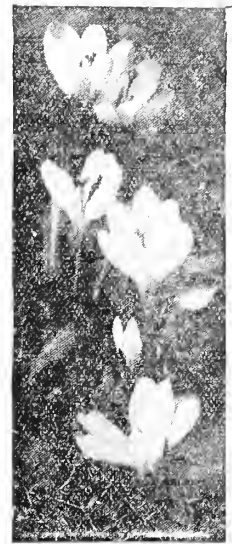
(Elliottiana)

A beautiful new Calla for outdoor culture and for pot culture, for early Spring bloom. The flowers are large and a clear golden yellow. Leaves a dark green spotted a creamy white, making a very striking and pretty plant. It is a good strong grower and we are furnishing large bulbs so you will have no trouble in growing a nice plant.

PRICE—First size 25¢ each; 5 for \$1.00. Mammoth size 35¢ each; 3 for \$1.00.



CALLA LILY



CROCUS

These are the first of all flowers to bloom in the Spring, sometimes blooming before the snow is all gone. They are fine to use as an edging or border and can also be scattered about over the lawn and will come up and bloom before the lawn is mowed. They come up year after year without further attention after once being planted. They are so cheap they can be used liberally with good effect.

1736—White 1735—Blue
1734—Yellow 1738—Striped

PRICES—Either in colors or 1733—Mixed, 35¢ per doz. \$2.00 per 100.

1763 SCILLAS

(Squills or Wood Hyacinths)

This is a tiny little blue flower that comes up very early in the spring.

PRICE—6 for 35¢; 60¢ per dozen.

1761—GRAPE HYACINTH

An odd little flower, looking like a dwarf Hyacinth. Perfectly hardy and increases from year to year. Should be planted in bunches or clumps.

PRICE—6 for 30¢; 50¢ per dozen.

1770—SNOWDROPS

This little flower is up almost before the snow is gone. This as well as Scillas, Grape Hyacinths and Crocus can be planted among the tulips and hyacinths and will be through blooming before the tulips and hyacinths are in bloom.

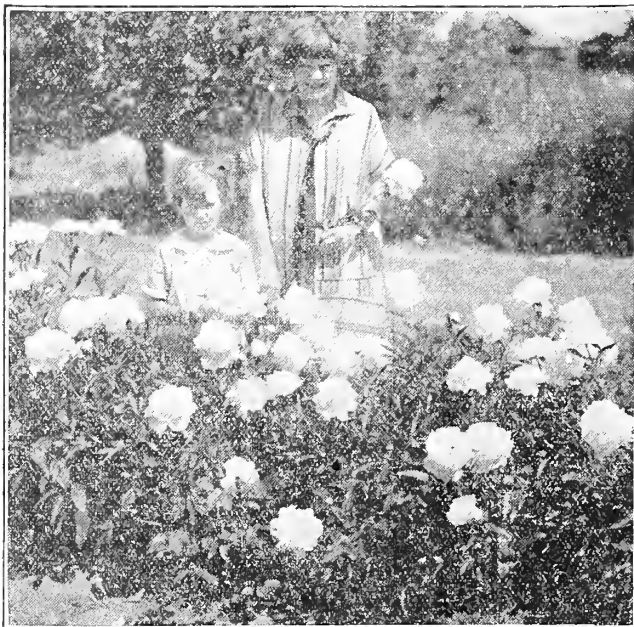
PRICE—6 for 35¢; 12 for 60¢.

1764 CALLA LILY

The famed "Lily-of-the-Nile." A very popular house plant.

PRICES—35¢ each; 2 for 60¢.

PEONIES



Peonies will do well in any good garden soil, but they do not like gravelly or sandy soil. We find that they do well on heavy soil, such as gumbo or clay and that any sort of ground that will grow good corn or potatoes will grow good Peonies.

The main thing to remember in planting Peonies is to not get them too deep. They should never be planted so there is more than three inches of dirt over the crown of the plant. The best time of all to set them is in the fall of the year while they are dormant, any time after the first of August until the ground freezes. Spring planting is alright, if you do it early. Just as soon as the frost goes out of the ground and before any growth starts.

Below is a list, alphabetically arranged, of all the Peonies that we can furnish for planting this fall. On some of these varieties, we have several thousand. On others we have two or three hundred and some other kinds only twenty-five or thirty. But as long as they last we will sell them to you at the following prices. This list does not include some of the varieties in the show garden back of the seed house, as we only have a few plants of some of those kinds and will not have any for sale for several years.

Lack of space prevents us from giving a full description of these Peonies, so all we are giving is merely the predominating color and the price.

Quantity Prices

Varieties listed at 50¢ will be sold at rate of three for \$1.25; those listed at 60¢ will be sold three for \$1.50; those listed at 75¢ will be sold three for \$2.00; those listed at 90¢ will be sold three for \$2.50; those listed at \$1.00 will be sold three for \$2.75; those listed at \$1.25 each will be sold three for \$3.25. These prices, of course, include delivery by parcel post, postpaid.

Ak sar ben—Medium red, each 60¢.
 Albatre—Milk white, each 60¢.
 Albert Crousse—Shell pink, each 75¢.
 Alsace Lorraine—Cream white, each \$2.00.
 Anemone Flore Plena—Light pink, each, 60¢.
 Asa Gray—Lilac pink, each 90¢.

Atrosanguinum—Dark red, each \$1.00.
 Avalanche—Ivory white, each 60¢.
 Baroness Schroeder—Flesh white, each 90¢.
 Brutus—Dark red, each 75¢.
 Bryants White—Milk white, each 50¢.
 Charlemagne—Light pink, each 50¢.
 Couronne D'or—White Gold center, each 50¢.
 Crimson Queen—Red, each 75¢.
 Crimson Victory—Very dark red, each \$1.00.
 Delicatissima—Lilac rose, each 50¢.
 Duc De Wellington—White, sulphur center, each 50¢.
 Duchess De Nemours—White, sulphur center, each 50¢.
 Edulis Superba—Deep rose pink, each 50¢.
 Eugene Bigot—Brilliant Crimson, each \$1.25.
 Felix Crousse—Ruby red, each 90¢.
 Festiva Maxima—White, each 50¢.
 Floral Treasure—Salmon pink, each 50¢.

F. Ortegat—Purplish red, each 75¢.
 Fragrance—Dark pink, each 50¢.
 Fuigida—Red, each 75¢.
 Gen. McMahon—Dark red, each 75¢.
 Georgiana Shaylor—Large, rose pink, each \$5.00.
 Grover Cleveland—Dark crimson, each \$1.25.
 Humel—Cherry pink, each 50¢.
 James Rothchild—Light pink, each 50¢.
 Karl Rosenfield—Dark crimson, each \$1.25.
 Kelways Queen—Flesh pink, each \$15.00.
 Kelways Glorious—Cream white, each \$18.00.
 La Eclatante—Velvety crimson, each 50¢.
 La Tulipe—Delicate pink, each 50¢.
 Le Cygne—Milk white, each \$8.00.
 L'esperance—Rose pink, each 50¢.
 Livingstone—Rose pink, each \$1.00.
 Lizzie—Red, each 50¢.
 Lizzie Mason—Pink, each 50¢.
 Lora Dexheimer—Pink, each \$5.00.
 Louis Van Houtte—Dark crimson, each 60¢.
 Mad. Crousse—Pure white, each 50¢.
 Mad. De Verneville—Milk white, each 50¢.
 Mad. Emile Lemoine—Cream white, each \$1.50.
 Marie Crousse—Salmon pink, each \$1.50.
 Marie Lemoine—Ivory white, each 60¢.
 Marquis C. Lagergren—Bright crimson, each \$1.00.
 Marshall Valliant—Rose pink, each \$1.00.
 Mary Brand—Red, each \$3.00.
 May King—Early, fire red, each \$1.00.
 Meilke—Rose pink, each \$1.00.
 Miles Standish—Dark crimson, each 60¢.
 Mixed—Good assortment, per dozen \$2.50.
 Mme. Jules Dessert—Blush white, each \$3.50.
 Mons Jules Eli—Delicate pink, each \$1.00.
 Mons Martin Cahuzac—Deep maroon, each \$2.50.



Duc De Wellington

Mont Blanc—Milk white, each \$3.00.
 Mr. L. Van Leeuwen—Brilliant red, each \$8.00.
 Mrs. Douglas—White, each 50¢.
 Mrs. Ward—Rose red, each \$1.00.
 Neptune—Lilac white, each \$1.00.
 Octroon—Pink, each 50¢.
 Officinalis Rubra—Fiery red, each \$1.00.
 Olive Logan—Pink, each 50¢.
 Papaveriflora—Pink, each 50¢.
 Parmentier—Pink, each 50¢.
 Pat Adams—Pink, each 50¢.
 Philipe Revoir—Fire red, each \$7.00.
 Phyrnee—Pink, each 50¢.
 Pink—Unnamed, each 35¢, 3 for \$1.00, or 12 for \$3.00.
 Plenissima Rosea—Pink, each 50¢.
 Prairie King—Bright red, each 75¢.
 Pres. Roosevelt—Deep red, each 75¢.
 Princess Ellen—Pink, each 50¢.
 Queen Victoria—White, each 50¢.
 Rebecca—Purplish rose, each 50¢.
 Red—Unnamed, each 35¢, 3 for \$1.00 or 12 for \$3.00.
 Reine De Fleurs—Pink, each 50¢.
 Richard Carvel—Red, each \$5.00.
 Rob't Burns—Red, each 75¢.
 Rose Frangans—Pink, each 50¢.
 Ruth—Red, each 75¢.
 Sarah Bernhardt—Apple blossom pink, each \$1.50.
 Sea Breeze White—White, each 50¢.
 Shenandoah—Red, each 75¢.
 Solange—Lilac white, each \$4.00.
 Stella—Rose pink, each 75¢.
 Stevens Pink—Rose pink, each 50¢.
 Terry Mixed—All double, per dozen \$2.00.
 Terry Seedlings—Some singles, per dozen \$2.00.
 The Bride—White, each 50¢.
 Therese—Violet rose, each \$3.50.
 Walter Faxon—Salmon rose pink, each \$5.00.
 White—Unnamed, each 35¢, 3 for \$1.00 or 12 for \$3.00.

About Planting Fall Nursery Stock

We get hundreds of letters this time of year from people wanting to put out fruit trees, strawberry plants, grape vines, rose bushes and ornamental shrubbery in the fall of the year, and they get quite indignant when we refuse to sell it to them.

We cannot and will not ship out any roses this fall, nor will we ship any fruit trees, raspberry plants, grape vines, blackberry or fruit bearing plants of any kind. The only exception to this rule is that we will ship Mastodon strawberry plants from the first of August on until freezing weather or as long as our stock of potted plants last. These plants are growing in little 2 inch pots, and can be safely moved without any trouble. If transplanted during August, they will bear fruit yet this fall and will become thoroughly enough established so that they will not winter kill. Price, 20 for \$2.00 postpaid, no less amount sold. No other variety except Mastodon.

Cream of the List 3 for \$1.75

Lots of people write in and want us to select their peonies for them and pick out good, medium priced peonies that will give perfect satisfaction. My choice of the medium priced peonies would be Festiva Maxima for a white, Edulis Superba for a pink and Felix Crousse for a red. Each one is the very best of its color at a medium price, and at regular prices, they would cost you \$1.90. We will make you this collection postpaid for \$1.75. If you are just starting out with peonies, this is the collection by all means for you to start with, as they are tried varieties that are sure to bloom and give perfect satisfaction.

Peony Lover's Collection 3 for \$3.25

For those who already have the above collection and are anxious to try out some of the newer and finer varieties, we have made up a collection of what we consider to be the three best peonies of recent introduction, and still not too expensive. The white would be Baroness Schroeder, the pink would be Sarah Bernhardt and the red would be Karl Rosenfield. At regular prices, these would cost you \$3.90, but we will sell you the collection for \$3.25, postpaid.

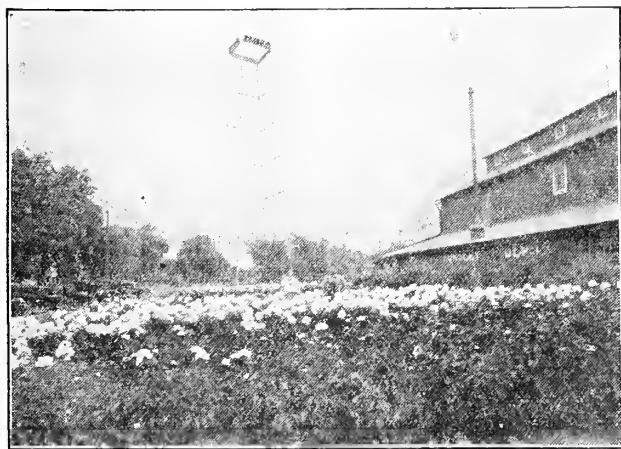
Special Offer—12 Named Peonies (Including the Cream of the list)

You really ought to have at least a dozen Peonies, to make a complete garden, so I am making a special offer of 12 extra good named sorts for \$5.00, and I will include in this the 3 which we offer alone for \$1.75. By adding \$3.25 to this I will add 9 more good named sorts, our choice. It's the greatest Peony bargain we have ever offered. 12 Peonies, postpaid, \$5.00.

UNNAMED, BY COLOR, 3 For \$1.00

If you just want good peonies and don't care especially about the named varieties, we can supply you with either red, white or pink, not named, at 35¢ each or three for \$1.00. These three may be either all one color or one each of red, white and pink, or two pinks and a white or any way you choose. If you want more than that, you can have them at the rate of \$3.00 per dozen.

If you just want mixed peonies, and don't care particularly about the colors, we can supply you with a good mixture at \$2.50 per dozen, but we can't guarantee that they would all be different. They might run pretty largely to pinks or to whites or possibly even to reds, but they will all be good peonies and will bloom well for you, if planted properly and given ordinary care.



Frank and his wife in the Peony Gardens



and here's Mr. Pearson

Iris - The Most Colorful Flower



It has been truthfully said that the Iris is without any exception the most satisfactory of all perennial flowers for the average gardener to grow. For one thing, Iris is absolutely hardy throughout the entire country. They can be grown from the Atlantic to the Pacific and from the Gulf of Mexico to the Great Lakes. Here in Shenandoah they do not get any winter protection whatever and come through gloriously every spring.

The Iris is the only flower, which has the complete color range. Dark, vivid blues, pure, snowy white, wine color so dark that it is almost red, rich, glowing yellows, deep purples almost black and every possible shading in between. Some of them are variegated with two sharply contrasting colors; others have the colors blended so evenly that the eye cannot distinguish where one color leaves off and the other begins. In fact the different color combinations are so many as to be almost inconceivable.

Iris blooms are long stemmed and make wonderfully good cut flowers. The fragrance is very pleasing. They will grow in any kind of a soil from an old ash heap to a heavy yellow clay. In fact, the very best Iris we have are planted on an old thin, clay hillside where nothing else would grow. The only thing that they ask in the way of soil is fairly good drainage in a spot where they get sun most of the day, and where the water doesn't stand when it rains.

If planted this fall Will bloom next Spring

One of the strong points from the standpoint of the amateur is the fact that Iris planted this summer and fall will bloom next spring. Another point is the fact that Iris can be moved with perfect safety any month of the year that you can work the ground. Here in Iowa that means any time from the first of March until the middle of December. We have moved clumps in full bloom, and never lost a plant.

There are six or seven hundred different varieties of Iris, being listed in various Nursery Catalogs throughout the United States, but we have selected about sixty of the very best, and we offer them to you in the list below. Some of these are varieties of fairly recent introduction. Others are old favorites, which have stood the test of time.

The main thing to remember in planting Iris plants is to plant them very shallow with at least half of the bulb showing above the ground, and with only the roots extending down into the ground. Mrs. Haw, the Iris expert over at Ottumwa, puts it very neatly. She says to plant the Iris so that it resembles a duck riding on the water. The roots down in the ground corresponding to the duck's feet.

Iris increase very, very rapidly and from one plant set this summer, you could probably divide or separate five or six more by next summer and in two or three year's time you would have several dozen.

The prices given below are all post-paid and are for immediate shipment. We can supply a dozen of any variety at ten times the price quoted for one. The descriptions are necessarily very short on account of lack of space. You may get fuller descriptions from some of our older catalogs or from those of other firms listing the same varieties.

Alcazar—Violet blue and purple, each 25¢.

Ambassadeur—Smoky lavender violet and violet red, each 30¢.

Blue Pumila Dwarf—Reddish blue. Six inches high. Three for 25¢.

Blue Siberian—Dark blue veined with white. Narrow grass like leaves, each 15¢.

Canary Bird—Clear lemon yellow, each 15¢.

Candelabra—A tall French variety; rather branching, each 25¢.

Caprice—The nearest to a red of anything we list, each 15¢.

Caterina Hybrids—A mixture of seedlings from Queen Caterina, ea. 15¢.

Darius—Yellow and lilac, each 15¢.

Delicatissima—Blue, rose and violet, each 25¢.

Edith Cook—Yellow and purple, each 15¢.

Emperor Siberian—Large, dark blue veined with white. Grassy foliage, each 40¢.

Empress of India—White and blue, each 25¢.

Fairy Queen—Same as Madame Chereau, each 15¢.

Florentina Alba—Silvery white, each 15¢.

Fredrick—Lavender and brown, each 15¢.

Fro—Yellow and brown, each 15¢.

Gertrude—Violet blue, each 20¢.

Germanica—Blue and yellow, ea. 15¢.

Isoline—Lilac pink and brown, ea. 25¢.

Japanese Iris—A different species with flat flowers. Mixed colors, each 25¢.

Johan De Witte—Smoky lavender and purple, each 15¢.

Juniata—Clear blue and fragrant, each 15¢.

Khediye—Lavender, each 20¢.

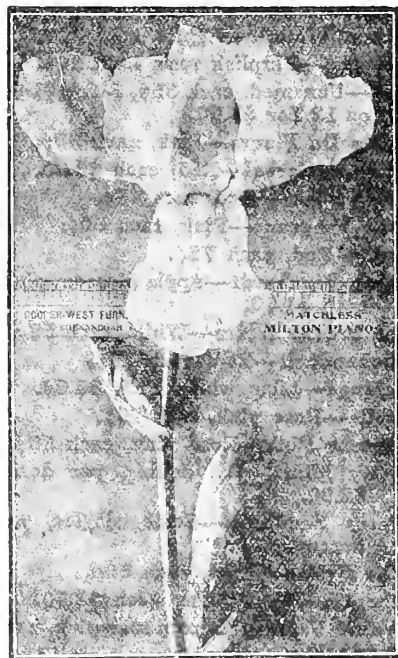
Kochii—Early, dark purple, each 20¢.

Lent A. Williamson—Violet, lavender, yellow and purple, each 50¢.

Lohengrin—Soft, rosy pink, each 15¢.

Lorely—Yellow and violet purple, each 15¢.

Mad. Chereau—Pure white with blue penciled border around each petal, wavy, each 15¢.



Mad. Pacquette—Rosy wine colored, each 15¢.

Mary Garden—White background covered with maroon veins and spots, each 25¢.

Monsignor—Violet and purple, each 20¢.

Mother Of Pearl—Large, pearl grey, each 50¢.

Mrs. H. Darwin—White veined with light blue, each 15¢.

Nibelungen—Yellow and purple, each 15¢.

Opera—Purple, bronze and crimson, each 50¢.

Palida Dalmatica—Very tall, lavender blue, each 15¢.

Princess Beatrice—Same as Palluda Dalmatica, each 15¢.

Princess Victoria Louise—Yellow and plum color, each 15¢.

Prosper Laugier—Sorghum brown and purple, each 25¢.

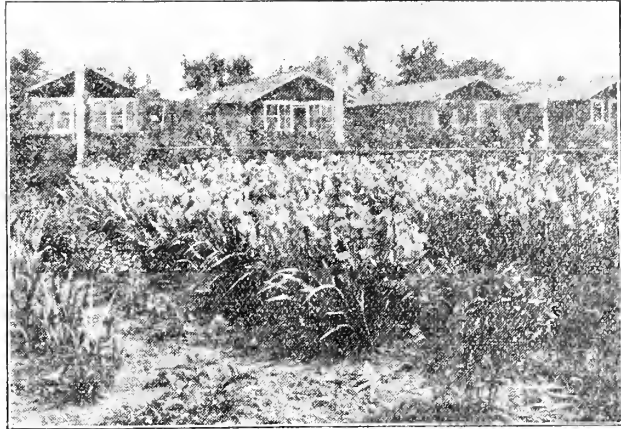
Purple King—Early, very dark purple, each 20¢.

- Purple Pumila Dwarf**—Dark purple, six in. high, 3 for 25¢.
- Quaker Lady**—Lavender, blue and yellow, each 25¢.
- Queen Caterina**—Pale lavender violet, each 50¢.
- Queen Of Gypsies**—Old gold and maroon, each 15¢.
- Queen Of May**—Soft lavender pink, each 20¢.
- Rhine Nix**—White and mauve, each 15¢.
- Rose Unique**—Dark pink, early, each 20¢.
- San Souci**—Gold and brown, each 15¢.
- Sass Hybrids**—Seedlings from Sass Brothers' Collection, each 25¢.
- Seminole**—Violet, rose and crimson, each 40¢.
- Sherwin Wright**—Clear, golden yellow, each 20¢.
- Silver King**—Silvery white, early, each 15¢.
- Spring Skies**—Pale blue, six inches high, 3 for 25¢.
- Standard Bearer**—Claret and maroon, each 50¢.
- Velocia Grandiflora**—Deep, violet blue, each 15¢.
- White Pumila**—Pure white, six inches high, each 20¢.
- White Siberian**—Snow queen. Pure white, grassy foliage, each 20¢.
- Yellow Pumila**—Golden yellow, 6 in. high, each 20¢.



Mixed Iris 12 for 75¢

If you just want good healthy iris plants and are not particular about having them all different or knowing the names of them, we can sell you mixed iris for 75¢ per dozen, postpaid. Larger lots \$5.00 per hundred.



This is one of Frank's beds of Iris which we have here to show you folks how beautiful they really are. I am always surprised, yes and disappointed, when I talk to people who don't have some Iris. They aren't fussy, seem friendly to everyone, and goodness what beauties they are. I hope you will put in a generous lot of them this Fall. You'll be so glad about it and so proud of them that you will probably end up like most of us do and put in more every year.

Pumila or Dwarf Iris

These little fellows only grow from 6 to 12 inches high, and bloom extremely early in the spring, usually about three weeks before the other varieties start in. They are extra fine for rock garden work and for borders and edging along paths. They increase quite rapidly and a dozen plants set out now would multiply in two or three years time, enough to give you quite a respectable row. There is a long list of Dwarf varieties, but we only list four, each one the best in its class.

- White Pumila**, 8 to 12 inches high, pure snowy white, 3 for 50¢.
- Spring Skies**, 6 to 10 inches high, a lovely light sky blue, 3 for 25¢.
- Yellow Pumila**, 6 to 10 inches high, a clear golden yellow, 3 for 50¢.
- Purple Pumila**, 6 to 10 inches high a lovely shade of reddish purple, 3 for 25¢.

Beardless Iris

We only list 3 varieties of Beardless Iris, the Blue and the White Siberian. These Siberian Iris have narrow grass-like foliage and are very upright in their habit of growth. They bloom at about the same season as the regular German Iris and are very free blooming.

- Blue Siberian**, 15¢ each, 3 for 40¢.
- White Siberian**, sometimes called Snow Queen, 20¢ each, 3 for 50¢.
- Emperor Siberian**, Large, dark blue veined with white, each 40¢.

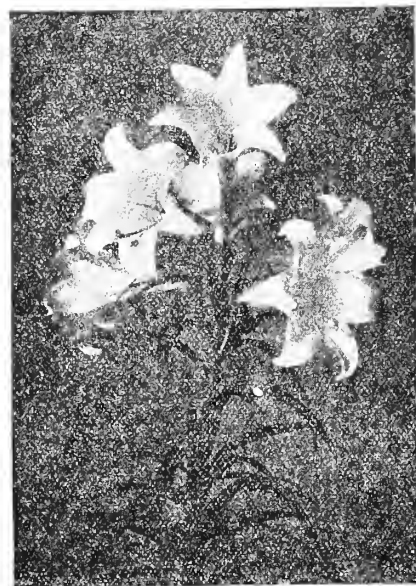
Rock Garden Iris Collection 15 plants for \$1.50

I realize that lots of you people will want some of these Dwarf Iris for rock gardens, and so I have made up a collection of 3 plants each of the following varieties: Spring Skies, Sherwin Wright, Purple Pumila, Yellow Pumila and White Pumila. These 15 plants, if purchased at the regular single price, would cost you \$2.00. If you order the collection, they will cost you \$1.50, postpaid. Just ask for the Rock Garden Iris Collection.

Beginner's Iris Collection 12 plants for \$1.00, postpaid

To you people, who are not acquainted with the newer and finer varieties of Iris, we have assembled a collection including a dozen different types and colors, no two of which will be alike. Each plant will be plainly labeled, so that you can tell what the variety is in case you want to order more of any one variety.

On the outside cover of this book, you will see six different varieties of Iris in color, including Purple King, Silver King, Canary Bird, Mad. Chereau, Princess Beatrice and Caprice. This special Beginner's Iris Collection will include one each of the six varieties in color on the cover and also one each of six more varieties of our own choosing, but which will be equally good. This collection of twelve varieties will be sent to you immediately upon receipt of a one dollar bill.



Easter Lily

Auratum. The famous Gold-Banded Lily of Japan, the most popular and best known Japanese Lily. Creamy white with a rich gold band down the center of each petal, sprinkled with reddish brown dots. Very fragrant and carries all the way from three to a dozen very large blooms to each stalk. It cannot stand lime in the soil and is stem rooting. Should be planted about ten inches deep. Blooms in July and August.

Candidum. Also known as the Madonna Lily or the Ascension Lily. One of the oldest varieties of Lilies known, and will grow and thrive in almost any kind of soil. It can stand quite a bit of lime. Pure snow-white and grow in clusters of from six to twenty blooms on stalks about three or four feet high, blooming in June or July. Base rooting and shouldn't be planted over four or five inches deep. Can only be planted in August and September, as they must make a leaf growth before cold weather comes.

Easter Lily. We have the Easter Lilies in two different varieties, one to plant out-of-doors in either spring or fall and one to plant in-doors in the fall. In ordering be sure to specify whether you want the out-of-door Easter Lily or the in-door Easter Lily. The out-door or *Lilium Giganteum*, as it is known, is very similar to the varieties grown in the Greenhouse for sale at Easter time. Pure snowy white with a long slender bloom on stalks from two to three feet high. Stem rooting Lily and should be planted about eight inches deep, can stand some lime in the soil. It blooms in July. The in-door Easter Lily or *Lilium Formosum* is the kind commonly grown in the Greenhouse, and which you are all familiar with. The Bulbs should be planted in pots in October and Novem-

Lily Prices—All Postpaid

	1 Bulb	2 Bulbs	4 Bulbs	12 Bulbs
Auratum Lily, 2-yr. -----	\$0.50	\$0.90	\$1.75	\$4.50
Auratum Lily, 3-yr. -----	.75	1.25	2.00	5.00
Candidum Lily -----	.40	.75	1.25	3.00
Easter Lily, out-door -----	.40	.75	1.25	3.00
Easter Lily, in-door -----	.40	.75	1.25	3.00
Elegans Lily -----	.40	.75	1.25	3.00
Hemerocallis—				
Florham -----	.25	.40	.75	2.00
Flava -----	.25	.40	.75	2.00
Fulva -----	.25	.40	.75	2.00
Kwanso -----	.25	.40	.75	2.00
Middendorfi -----	.25	.40	.75	2.00
Thunbergi -----	.25	.40	.75	2.00
Lily of the Valley -----			.15	.40
Red Russian Lily -----	.75	1.25	2.00	5.00
Regal Lily, 2-yr. -----	.40	.75	1.25	3.00
Regal Lily, 3-yr. -----	.75	1.25	2.00	5.00
Regal Lily, 1-yr. -----			.35	1.00
Rubrum Lily, 2-yr. -----	.50	.90	1.75	4.50
Rubrum Lily, 3-yr. -----	.75	1.25	2.00	5.00
Siberian Coral Lily -----	.40	.75	1.25	3.00
Tiger Lily, Double -----	.15	.25	.45	1.25
Tiger Lily, Single -----	.15	.25	.45	1.25
Umbellatum Lily -----	.40	.75	1.25	3.00

Hardy Lily Collection—15 Bulbs for \$2.00. Result of thousands of requests from folks who want hardy lilies with wide range of color and time of blooming. Best collection I know how to make, both for value and results. 15 bulbs for \$2.00, including 1 *Hemerocallis*, 4 Lily of the Valley, 1 out-door Easter Lily, 1-Rubrum Lily, 1 Double Tiger Lily, 1 Single Tiger Lily, 4 one-year old and 2 two-year old Regal Lily Bulbs. Would cost you \$2.85 except for what is saved in having the collection made up in large numbers.

Frank Field.

ber for spring blooming. It is not hardy out-of-doors at all.

Elegans. The Elegans family is quite a large family, about fifteen or twenty named varieties being grown in this country. They are very hardy rather dwarf Japanese Lilies that will grow and thrive in any ordinary garden soil, but prefer a light sandy loam and can stand some lime. They are all stem rooting, and grow from a foot and a half to two feet high and should be planted about eight inches deep. Blooms in June and July, and the flowers run in various shades of yellow. The variety which we handle is not as dark as the Red Russian Lily and blooms about three weeks later, usually in June and July. The blooms are funnel shaped and stand upright.

Red Russian Lily. A distinct variety of Elegans, which is becoming very popular in the middle west. The flowers are a dark reddish orange and bloom in May and June. The blooms are in clusters of six to thirty and are all borne looking straight at the sky. Some people call it the Candle Stick Lily on that account. The flower stalks are usually about two feet high and are very showy. This Lily is stem rooting and should be planted about eight inches deep in any good garden soil and it can stand lime alright.

Regal Lily. This is the magnificent new white, hardy Lily discovered grow-

ing wild in western China a few years ago and just recently introduced into the United States. It is without doubt one of the finest of all the garden Lilies and should soon find a place in every garden, as it is a very vigorous grower, thriving best in rich garden soil. The flower stems are slender and flexible, but seemingly as strong as steel. They grow from two to four feet high, covered with a very dense narrow foliage and crowned with a profusion of trumpet shaped blooms of a pure waxy white which shades off to pink on the outside. The center shades off to a yellow at the base inside, giving it a wonderful pleasing effect. It is a stem rooter and should be planted about eight or nine inches deep. The blooms come in July. We can furnish this variety in three sizes of Bulbs, the one-year, two-year and three-year.

Rubrum Lily. This is another of the well known and well liked Japanese Lilies and is a very good companion for the Auratum. It will grow and thrive in soil where the Auratum sometimes fails. The flowers are a pinkish white with the petals curving backward and the blooms are literally covered with small red dots, sometimes so close together as to give the flower an appearance of being almost red. The stems are strong and sturdy and grow three to four feet high, and bloom in September and October. This Lily is stem rooting and should be planted from eight to ten inches deep.

Siberian Coral Lily or Tenuifolium. This slender growing, attractive, little Lily is from Siberia. It only grows about eighteen inches high and the flowers are not very large but very numerous. They are deep scarlet and have a waxy appearance. The petals are re-curved and are on wiry stems covered with long, narrow, grass-like foliage. It does extremely well in rock gardens and will thrive in partial shade and will stand lime. The Bulbs are rather small, usually running about the size of a hickory nut. It is a stem rooter and should be planted about six inches deep. It blooms in June.



Tiger Lily

Tiger Lily. This old-fashioned favorite does not need very much description, except to say that it is the genuine old Tiger Lily. It is orange yellow, covered with brown spots and blooms in August and September. It is a stem rooter and should be planted about nine inches deep. It grows from three to five feet high and multiplies very rapidly.

Be sure and specify whether you want single or double, as we have both at the same price.

Umbellatum. This variety belongs to a family almost as large as the Elgans family, which they very closely resemble. The only difference being that the flowers are somewhat larger and the stalks usually taller and blooms a little later. They usually bloom in June and July and grow from two to three feet high. The flowers are large and usually a deep orange yellow and look straight at the sky like the Red Russian and Elegans Lilies. They are very easy to cultivate and

take kindly to limestone. They will thrive in any ordinary garden soil and like full sun. They are stem rooting and should be planted about eight inches deep.

Lily of the Valley. This is another old-fashioned favorite which needs no description, as it is well known to everyone. It is one of the few flowers that will bloom and thrive and do well up against the north of the house where the sun doesn't shine and where the soil is usually damp and sour. It also does well in a fairly sunny location, if the moisture is present in sufficient quantities. They increase very rapidly and bloom very freely.

Hemerocalis

(Day Lily or Lemon Lily)

The Hemerocalis are old garden favorites, but not many people realize that there are so many different varieties blooming at different times of the year. It is possible to have a succession of bloom from early spring until late summer, by planting different varieties.

The flowers look just like lilies and come in various different shades of yellow and orange. The foliage is more like iris, except that the leaves are narrower and there are more of them. I will list the different varieties in the order in which they bloom.

Prices of Hemerocalis

Prices for all varieties of Hemerocalis, 25¢ each or 5 for \$1.00, \$2.00 per doz., either all alike, or assorted. Postpaid of course.

Hemerocalis Flava—The Lemon Lily so-called, because the color is of pure lemon yellow, very fragrant and the first of all the Hemerocalis to bloom.

Hemerocalis Middendorfi—This variety blooms practically at the same time as the Flava, which is usually a few days before Decoration Day. In color, it is a beautiful golden orange, with larger blooms than the Flava.

Hemerocalis Florham—This is the next variety to bloom and usually stays out practically all the month of June. The flowers are large, golden yellow with reddish yellow markings on the outside.

Hemerocalis Fulva—This variety comes next and usually blooms pretty much all the month of July. Very tall grower, sometimes as high as my shoulders. Dark brownish coppery color, shaded to a crimson. Usually gone by the first of August.

Hemerocalis Kwanso—This variety is just the same as Flava in every respect except that the flowers are full double.

Hemerocalis Thunbergi—This is the last of all to bloom and usually blooms until about the middle of August. The flowers are a pale lemon yellow, almost the color of Flava, except that it grows much taller.

Oriental Poppies

40c each or 3 for \$1.00

The Oriental Poppies are the big fellows, as large as soup bowls, which bloom in the spring right after the Peonies get through. They are perfectly hardy, and live over in the ground from year to year. They like full sunshine in almost any kind of good garden soil. They do especially well in the perennial border mixed in with other flowers, because they come up and bloom early in the season and get out of the way of the flowers that come on and bloom later.

The time to plant them is during the month of August and the fore part of September, while they are dormant. At this season of the year, we send out two-year old dormant plants as they can be moved with perfect safety while they are in a dormant condition.

Plant them an inch or two deeper than they were before and pack the dirt in firmly around the roots. That's all there is to it. As soon as the fall rains come they will start up and grow and make quite a bunch of leaves yet this fall. These leaves die back some during the winter, but stay more or less green until time to start growing again next spring. It is well to give them a light mulching of straw, partly to keep the ground from freezing and thawing in the spring and partly to hold the snow.

We have two colors of Oriental Poppies to offer this year. The bright orange-scarlet kind, that you are all familiar with and a beautiful peach-blossom pink, commonly called Mrs. Perry. We can supply them both at the same price, 40¢ for one or three plants for \$1.00 by mail postpaid. The same price. Strong, dormant, two-years old, field grown plants, 40¢ each or three plants for \$1.00, postpaid.

Special Offer

On account of extremely favorable growing conditions this season, we will have quite a surplus of one year old Oriental Poppy plants this fall. They have made a remarkable growth this summer. The plants will average about the size of a lead pencil, big enough to bloom next spring. While they last we will let you folks in on a special price. One year dormant plants, orange red only, \$1.00 per dozen, postpaid, no less amount sold at this price.

Burpee Can Sealer

We Guarantee It for Life



We will sell the Burpee Home Can Sealer at their regular price of **\$21.00**, prepaid. But our bargain comes with the Free Extras. With your order for a Burpee Can Sealer we will send you 100 Pint Cans Free including lids and a pair of Lifting Tongs. This is a real saving since you will need the cans anyway and will certainly want the tongs to lift the hot cans around. The price also includes equipment for sealing both pint and quart cans.

As far as a proven and successful sealer is concerned, the Burpee absolutely has no competition. It is the one and only can sealer we know of which will really do a clean, sure, quick job of your canning. I've no idea how many of them are in use. But, when we were thinking about selling a can sealer, we had lots of letters about it and the Burpee was the only one recommended. We have eaten about everything from cans sealed the Burpee Way. The quality, taste and appearance of the food is just the finest any of us ever saw or tasted.

Mighty Easy To Operate

The real beauty of the Burpee Sealer is its simplicity. Anybody in the world can seal cans with it. Press a lever. Turn a crank. The job's done. The Burpee rolls and crimps an air tight lid onto the can. No wax. No rubbers. No glass jars to be careful of. You can fill and seal the cans a lot faster

than you can complete the cooking. There's real economy, too, in being able to use each can two or three times. I guess you all know the advantages of the Cold Pack Method. It's the accepted way of canning now-a-days. Easier, Surer, Better in every way.

Complete directions go with every Burpee Sealer. Fill the cans. Seal them. Then, the cooking. The quickest and best way to do that is in the National Pressure Cooker.

Can Everything This Way

I guess there isn't anything you can't can with the Burpee. I know I have eaten all the regular things from Burpee home canned foods and besides them — jelly, fruit, roast beef, chicken — and just about everything you can think of, it's delicious, too, and in better shape than other ways. Not all cooked to pieces. Just firm, tender, juicy. So near to the fresh-from-the-garden dishes that they would almost fool you.

We Guarantee The Burpee For Life.

The Burpee Can Sealer you get from us will be guaranteed for life. Now, we don't think you would expect any more of a guarantee of Quality than that. Send your order along. Our **\$21.00** price includes 100 Pint Cans and Lifting Tongs FREE, prepaid to you.

Can Prices

100 No. 2 Cans—Plain \$3.50, Enameled \$4.00 Prepaid within 400 miles.
100 No. 3 Cans—Plain 4.50, Enameled 5.00 Prepaid within 400 miles.

All cans are packed 100 in the dust proof, sanitary carton and price above includes lids.

You can use your cans two or three times. Just buy extra lids, make a slight adjustment of the Burpee to take care of the difference in size, and put on a new lid. Extra lid prices are as follows:

100 No. 2 Lids—Plain \$1.15, Enameled \$1.30 Prepaid within 400 miles.
100 No. 3 Lids—Plain 1.50, Enameled 1.60 Prepaid within 400 miles.

Special Canning Favorite

During the canning season alone this National Pressure Cooker will pay for itself. And you will certainly be ahead considering the many fruits, vegetables and meats you can can and put away for winter use by using this cooker. You will do a better and quicker job of canning and you won't have nearly as hot a fire either. Cooking under pressure speeds up your work. And, of all the pressure cookers and imitations, none has ever been tried that equals the National Pressure Cooker or even approaches it, for that matter. From time to time, imitations come out but mostly they don't amount to much and are soon forgotten. The National Pressure Cooker outlives and outlasts them all. It is the pick of the lot.



National Pressure Cooker

10 qt. Capacity holds 3 qt. jars	
For family of 4	\$14.50
12 qt. Capacity holds 4 qt. jars	
For family of 7	\$16.50
18 qt. Capacity holds 5 qt. jars	
For family of 10	\$18.50
25 qt. Capacity holds 7 qt. jars	
For hotels, etc.	\$22.00

We pay the Parcel Post or Express charges anywhere.

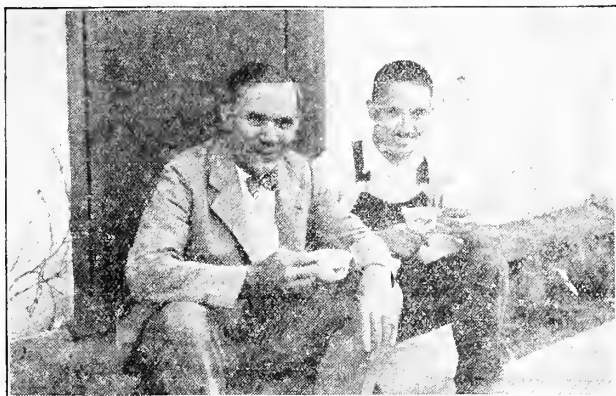
Save Fuel — — — Save Flavor And Save Time

Put the whole meal in your National Pressure Cooker. It will cook most things about twice as quick as the other way. Do it on less fire, and save all the flavor. You won't boil away the best of the dinner as you do the other way. And you won't have to stand over a red hot stove all the time either. Put everything, meat and vegetables and all into the pans of the National Pressure Cooker.

I don't know how many hundreds of these we've sold in the last few years. Enough to know that every woman wants one, needs one and couldn't get along without it after she's tried it out.

We have seen so many happy owners of National Pressure Cookers that we almost forget about a guarantee. Just the same we have a real guarantee. We guarantee them all the way. Get a cooker. Try it out thoroughly, going by the directions. If, for any reason, you are not satisfied, return the cooker to us. You are the judge. If you say so, we will refund your money cheerfully.

Order these Food Bargain Specials



Field's Famous Coffee

5 lb. Cloth Bag \$2.40 25 lb. Cloth Bag \$11.00
10 lb. Cloth Bag \$4.60 10 lb. Cream Pail \$4.90

Prices Postpaid — Also Subject to Change

The more particular you are about coffee the better you will like ours. I have never read more enthusiastic letters than our customers write us about the coffee. Better flavor, mellow and more kick to it. More power, some of them say it goes two and three times as far as other coffee. Goodness, how they like it. Why, we sell over two tons of it a day some days. You know it's good, yes, mighty good, to make that kind of a record.

We ought to sell a lot more of it than we do and we will just as soon as some of you folks try it. We spent a lot of time selecting our coffee. Didn't even look at prices until we had decided on the sample that exactly suited our tastes. We wanted the best flavored, most mellow, and richest coffee on the market. And believe me we've got it. It's a blend of those very expensive coffee berries that give an extra lot of strength as well as an extra good taste. Yet, carload buying allows us to sell it reasonably.

Nearly all the biggest coffee importers and blenders in the country have tried to get our business since we have got such a great volume of sales. Well, I tell them all to beat what we've got now and we'll talk business. Most of them don't even try to beat it. I guess they know it can't be done. And those that do try have never found a coffee blend that is anywhere near as good as the one we've sold so long.

WRITE YOUR OWN GUARANTEE

If there are any of you who feel doubtful about it, order some at our risk. Write your own guarantee. Better flavor, mellow, richer, and more powerful than any you've ever used. Just make up as much as you want to when your order comes. If you don't

find it the finest you've ever tasted, send what's left back to us. We'll refund the entire purchase price.

I say you don't know how good coffee can be until you've drank our coffee. Now, send your order along. It will be a real treat for you. If you don't think so, just call it treats on me for what you use as a sampler and send the rest back.



24 cans—8 Dark Red Kidney Beans, 8 Small Early June Peas, 8 Evergreen Corn. **\$3.60**
Freight Paid 400 Miles

72 cans, 24 each as above—\$9.75, freight paid within 400 miles.

This is a fancy Quality assortment at reasonable prices. Guaranteed to suit you. The beans are extra large and rich flavored. The peas are small sweet Early June. The corn is tender, milky Evergreen.

Here's our proposition. Try a can of each before you decide to keep the order. Try them all. If you don't find them as good as we say, send them back for a refund of the full purchase price.



Old Dutch Cocoa

5 lb \$1.90 2 lb \$1.00 Postpaid
You'll find this Dutch Process Cocoa the best and tastiest you've ever used. Richer, smoother, more quickly soluble and without a lot of sediment. You are to be fully satisfied or no trade.

Black or Green Tea

3 lbs. \$2.70 or 1 lb. \$1.00 Postpaid
Best imported stock and particularly famous for splendid flavor and extra strength. Order it and sample it. If it isn't satisfactory, fire it back.

Fresh Spices

Our Family assortment of spices is a real bargain. I believe you will get nearly twice as much for your money. Boxes have shaker tops and all spices guaranteed absolutely pure — and satisfactory. Assortment contains 1 lb. can of Whole Pickling Spices and ten 2 ounce boxes of the following: Allspice, Cloves, Cinnamon, Ginger, Mustard, Nutmeg, Black Pepper, Red Pepper, Ground Sage and Paprika. All for \$2.00 postpaid.



12 cans—6 Hawaiian canned sliced Pineapple, 6 Orchard ripened halves peaches. **\$3.50**
Freight Paid 400 Miles

24 cans—12 each as above—\$6.95 freight paid within 400 miles.

The Sliced Pineapple is Hawaiian canned, right when it is most delicious. The Peaches are orchard ripened and extra luscious. You can try them both and decide to keep them only after you have tasted them to your heart's content. If they don't meet your expectations and then some, send them back.

Special Announcement About Dried Fruit

Advanced Sale at These Prices Which
Must Be Raised October First.

Combination Box 25 lbs. — Including 10
lbs. Prunes, 5 lbs. Seedless Raisins and
2 lbs. each Peaches, Apricots and Black
Mission Figs. **\$ 3.25**

Prunes 25 lbs. - \$3.00 Raisins 25 lbs. - \$3.00
Fancy Yellow Semi-Peeled Peaches 25 lbs. - \$4.25

Above Prices Prepaid in Zones 2 & 3

Your Order For 4 Boxes (25 lbs.
each) — All one kind or any assort-
ment will be **DELIVERED FREIGHT
PREPAID** Within 400 miles at the
Following Prices.

Combination Boxes - \$3.00
Prunes \$2.75 Raisins \$2.75
Fancy Yellow Peaches \$4.00

For Delivery October 1st or shortly after that

We have done something again! Offered to make advanced sales of Dried Fruit and got the price down lower than it has ever been for the quality we insist on having. It's the same fresh, clean, sweet dried fruit which made thousands of our customers happy last year. We have grown to be such a big factor in the dried fruit business that the big companies put up a real fight for our business.

Our prices and quality ought to be the best on the market considering the fact that we will use train loads in one season. You can't blame the dried fruit people for offering us the cream of the crop at their bed rock prices.

Well, the long and short of it is that we have busied around and found this real bargain to start the season off with. You can write your own guarantee on the fruit. Cleaner, sweeter, tastier — just naturally better in every way. I'm proud to send it to you and especially glad to give you a bargain price for ordering in advance. Delivery will be made October 1st or shortly thereafter.

Of course, you're to be the judge. Sample your order generously when it comes. Compare it with other dried fruit. Give the whole family some. Call in the neighbors if you want to. Just test it out any way you see fit. If the sampling doesn't convince you it's the best you've ever had, tack the lid back on and send it back to us. We'll refund the entire purchase price unless you're satisfied.

IMPORTANT

The special low prices above are for Advance Sale only. While we expect them to be good until October first, they are subject to withdrawal without notice. We have protection on a large quantity, but these prices will move them fast.

I advise you to order now. And, you will get the best and biggest bargain by ordering 4 boxes or more. Club in with your neighbors. I'm sure you can use 4 boxes yourself but, if you don't think so, get together with someone else. But don't put it off.

To you folks who have never ordered Dried Fruit in 25 lb. boxes. I want to say I don't think you know how sweet, how fresh, and delicious dried fruit can be.



A Real
Candy
Treat

2 lbs.
for
\$1.10
Postpaid

This candy is a chewy, delicious wafer with real black walnuts in it. It's rich, extra rich and flavory. We've sold them for over a year now. Have to keep them in stock for folks who keep wanting more of them and so list them here for you to try. You'll like them.

Smoked Meats

Meat prices have been going up and I guess the market is going to be very irregular this fall, with prices generally on the raise. We will be selling our famous Smoked Meats Fresh, our own special cure and delicious as ever. But, with prices so jumpy we don't like to go too far. The prices below are all right right now, but must be subject to increase without notice.

PRICES NOT POSTPAID

Sterling Skinned Hams	
22-24 lb. Average	30¢ lb.
Nebraska-Iowa Hams	
10-16 lb. Average	35¢ lb.
Nebraska-Iowa Bacon	
6-8 lb. Average	40¢ lb.
Boned and Rolled Hams	
12-16 lb. Average	40¢ lb.
Picnics	
6-10 lb. Average	25¢ lb.
Roulettes	
8-10 lb. Average	30¢ lb.

All prices subject to change without notice.

Peanut Butter

Gallon Pail — \$2.25 P.P.

Put in especially at the request of many of Leanna's Kitchen Klatter ladies. The best we could buy. Made of the large jumbo peanuts, selected quality. No filler or adulterant of any kind. It's all absolutely pure peanut butter. Rich, smooth, wholesome, and nutritious. Packed in gallon pails and will keep indefinitely.



"Pate" Simmons and his assistant Paul Benson
examining a new field of alfalfa.

Alfalfa Prices for Fall

	Per 100 lb.	Per bu.
Mixed Hardy (second grade)	\$16.66	\$10.00
Common (Kans.-Nebr. grown)	25.00	15.00
Hardy N. W. Grown (Utah)	25.00	15.00
Hardy N. W. Grown (Idaho)	25.84	15.50
Dakota No. 12	Short Crop	
Canadian Variegated	35.00	21.00
Grimm certified-sealed bags	41.66	25.00
Cossack certified-sealed bags	43.33	26.00

McQueen's inoculation free with all orders for alfalfa. These prices are F. O. B. Shenandoah, bags weighed in free.

It's Alfalfa Seeding Time

Only those who have grown alfalfa and have fed it, are in a position to appreciate the value of this crop. Alfalfa is one of nature's greatest gifts to man; and the greatest mortgage-lifter yet discovered. Without question, alfalfa is the best crop on any farm, but because of the nature of the plant, and because it's full value is not appreciated by many farmers, it is not understood and many farmers plow up the struggling plants, and contend that alfalfa is a failure and cannot be grown on their farm. Study it's habits, learn to know it's peculiarities, and NEVER GIVE UP in the attempt to get a good stand of it on your farm.

No doubt, one of your neighbors has a good stand of alfalfa. Ask him what he will take for it. The chances are strong he figures he couldn't possibly run his farm and keep his stock in good condition, without it. Most failures with alfalfa occur at planting time. Too much is expected of the seed. Not enough preparation is given to the soil and the conditions which are really necessary for a healthy, quick, vigorous growth. Put in an extra day getting the field in good shape before planting. It will pay big.

Fine for Anything

Horses certainly do like alfalfa hay. In the alfalfa regions there are horses that have reached extreme old age and have never had any other hay than alfalfa. Horses are particularly fond of it, and for that reason if allowed to do so, may eat more of it than is good for them. The results of overfeeding on alfalfa hay are often noticed in weakness of the kidneys, and in thickening of the blood, which gives them a stag-

nant disposition. Alfalfa hay is very rich in protein, and should be fed carefully at first, gradually cutting down on the grain ration.

Do hogs like alfalfa? I should say they do! It is gradually being learned by hog feeders that they cannot afford to grow hogs without feeding them alfalfa every day in the year. There is no other pasture equal to it for hogs during the summer; and where brood sows are to be wintered over, there is no feed that will bring them through

the winter in better condition to farrow larger litters of good strong pigs, than a good feeding of alfalfa daily.

Sheep like it and do good on it.

Chickens will make good use of alfalfa, either green or dry. For winter feeding, good green alfalfa should be closely chopped, some bran and other ground grain mixed with it, place in a barrel or tub, then pour boiling water over this and carefully cover it and the heat will be kept long enough to soften all the stems and leaves.

Which Variety?

Now as to the varieties of alfalfa; we can fix you out with most any variety you want. Probably the best Alfalfa is Grimm. It is winter hardy, when once established and started good, you can't kill it out with a club. Our Grimm Alfalfa comes from the famous Blackfoot Alfalfa section of Idaho where the finest Grimm Alfalfa comes from. It will of course, come in sealed and tagged bags; sealed by government inspectors, so you are sure of getting genuine Grimm. Use about 12 to 15 pounds of seed per acre.

Cossack Alfalfa is similar to the Grimm, winter hardy, and a very fine Alfalfa.

Canadian Variegated is another splendid alfalfa, very similar to Grimm, and just about as hardy. In fact, our Experiment Station cannot see any difference between the Grimm and Canadian Variegated in regard to winter hardiness. The Idaho alfalfa is another splendid type grown under adverse weather conditions and very severe winters. This type will do very nicely most any place in the Corn Belt.

We can also offer Mountain grown Utah, and Western Kansas and Nebraska seed, dodder free.

Rosen Rye

Rye is one of the best and heaviest producing pastures that you can use for any livestock. Sow it in the fall and it will make early spring pasture. A small patch will furnish a lot of pasture at very little expense and leave the soil in better condition than if it had not been grown. It should be seeded, if possible as, soon as the land can be prepared after the grain crop of oats or wheat is taken off. If seeded early it will make a lot of fall and winter pasture. Rye makes a fine cover crop as well. Seed it at the rate of one and a half bushels per acre.

Vetch with Rye

A splendid plan to follow is to seed Winter Vetch with the Rosen Rye. Vetch is a legume and adds a great deal of nitrogen to the soil as it is one of the heaviest free nitrogen gatherers known. We like to sow a bushel of rye per acre and 15 pounds of Vetch. Write for prices of new crop seed.

House Paint

Per Gallon

\$2.30

Freight Paid on 5 Gals.
or more

In zones 2 & 3

SPREADS BETTER



SHIPPED FRESH FROM THE FACTORY

EVERY DROP GUARANTEED TO BE THE VERY HIGHEST QUALITY



Special FREE Offer

Linseed Oil

4-inch Painters Brush

Freight Paid up to 400 Miles
on 5 Gals. or More

We will give absolutely free two gallons of Linseed Oil or Turpentine with every five gallons of House Paint you order. Four gallons of Linseed Oil with a 10 gallon House Paint order, etc. With your order for 5 gallons or more of paint we will also send you Free a 4-inch rubber set paint brush. Only one brush given on each order for House Paint.

Send your order now while this special offer lasts. It is a temporary offer, may be discontinued soon. You can do the painting later but better order the paint now.

On every order for five gallons of Inside Flat Wall Paint we will send you a gallon of turpentine free. This is also strictly a special proposition that you had better take advantage of it while it lasts.

How to figure the amount of Paint needed for Your Building

Measure length, width and height. Add together the total length in feet of the two sides and two ends of the building. Multiply this by the average height of the building at the eaves with 2 feet added for cornice. This gives square feet of surface to be painted. One gallon will paint 250 square feet with 2 coats. Divide the number of square feet to be painted by 250 and you will get the number of gallons needed. Allow 1 gallon trim to each 5 gallons of body.

We furnish Linseed Oil at cost and pay the freight up to 400 miles on it if you buy 5-gallons or more of any of our paint.

All orders for paint amounting to 5-gals. or more will be prepaid anywhere within 400 miles.

Price List

Quantity	Price per Gal.
Inside & Outside Gloss	
50 gal. barrel	\$2.20
30 gal. barrel	2.25
5 gal. drum	2.30
1 gal. can	2.40
1/2 gal. can	1.30
1 quart	.70

We pay the Freight on orders for 5 gallons or more in Zones 2 & 3 or up to 400 miles of Shenandoah. If you live farther away you simply pay the difference.

20 Colors

White	Tobacco Brown
Black	Light Buff
Myrtle Green	Apple Green
Terra Cotta	Pearl Gray
Rose Pink	Slate Color
Maroon	Bungalow Brown
Sky Blue	Cream
Red Oxide	Colonial Yellow
Light Lead	French Gray
Shutter Green	Ivory

Color Card on Request

USED ON 9 BLDGS.

"We have used your red paint on nine buildings, and have decided there is none better. We found no lumps in the paint and no oil on top. It was thoroughly mixed, good color and the smoothest spreading paint we have ever used. It is just as you said it would be."—Mrs. D. H. Lehman, Halstead, Kansas, R. 1 Bx. 62.

A Big "Paint-up" Year

A tremendous lot of painting has been done this spring and summer. We have been selling about a carload of paint a day. That's lots of paint. But it is only a tribute to our reasonable price on real quality paint. Spreads better. Looks better. And lasts better. And, don't forget, its shipped fresh from the factory.

If you want to really paint up, give the fence a coat or two — and the sheds. You won't know the place and it will actually be increased in value a great many times the cost of the paint.

H. F.

P. S. I'll bet the women folks would like to fuss up the interior a little bit, too. Our quality and prices will save you money on these things, too.

Barn Paint Prices

	1 gal.	5 gal.	25 gal.	50 gal.
Barn Paint, Red (Bright & Dark) -----	\$1.40	\$1.30	\$1.25	\$1.20
Barn Paint, Gray (Medium & Slate) -----	1.90	1.80	1.75	1.70

We pay the freight up to 400 miles on 5 gallons or more.

Free Brush with Barn Paint

With an order for five gallons or more of our barn paint we will give a brush like the one across the page Free — but not the Linseed Oil. However, we will sell you Linseed Oil at cost, \$1.00 per gallon, and pay the freight up to 400 miles on it if your paint order amounts to 5-gallons or more. Send along your orders now.



This beautiful new barn belongs to Chester A. Wood, Prescott, Iowa, and here's what he writes. "This barn was painted with your paint. I painted part of it and hired some of it painted. The painter thought it was wonderful paint. Such a beautiful white, glossy paint and with the red slate covered asphalt tee-lock shingles it makes a barn to be proud of. I also painted the cattle barn, wash house and brooder house, and am very much pleased with the paint."

OTHER PAINTS AND ENAMELS

We have all popular colors

Color card and paint catalog sent on request

	1 Gal.	1/2 Gal.	1 Qt.
Inside Gloss (all colors) -----	\$2.40	\$1.30	\$.70
Flat Wall (all colors) -----	2.10	1.10	.60
Floor Paints (all colors) -----	2.45	1.35	.75
Floor Porch (all colors) -----	2.70	1.45	.80
Screen Paint (black & green) -----	1.95	1.25	.65
Enamel (all colors) -----	3.90	2.10	1.10
Enamel Undercoat (white) -----	2.10	1.10	.60
Cement and Stucco (all colors) --	2.45	1.35	.75
Wagon Paint (red color) -----	3.00	1.60	.85
Wagon Paint (other colors) -----	2.10	1.10	.60
Paint Brushes 3 in. \$1.10, 3 1/2 in. \$1.40, 4 in. \$1.70			
Wire Brush (Flat 7x2 in.) 35¢ each.			

Try This and See If I'm not Right

Everybody wants a bright, clean looking home. But, lots of folks get the idea that painting up is expensive. It isn't. Not at our prices. And I want you to prove it yourself.

Get out your pencil. Figure up all the paint you would want. Include the house, barn, fence and everything. Put it down on the order sheet. I'll bet you will find out that you have been estimating the job at way more than it will actually cost.

Now, if you will do this, you will know once and for all just what painting up will cost you. It certainly won't be a waste of time. And you're going to discover that you can put your place in first class shape a lot cheaper than you've been thinking. Try it and see if I'm not right.

H. F.

GOOD AS \$4.00 PAINT

"This last spring I bought 25 gallons of red barn paint and 5 gallon of white house paint of you. Want to say your paint is O. K. and all you claim for it. The year before I did some painting, using another brand of paint and it cost me \$4.00 a gallon but it was no better than your white paint. When I opened a bucket of your paint it was creamy and smooth as if it had just been stirred. It spread as well and looks as nice as any paint I have ever used. Your barn paint works just as well as the house paint and has as good shade of red as I ever saw."—R. J. Edmondson, R. 28, Topeka, Kansas.

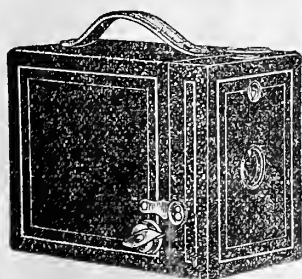
ROOF PAINT PRICES

	1 gal.	5 gal.	30 gal.	50 gal.
Shingle Stain (all colors) -----	\$1.40	\$1.35	\$1.30	\$1.25
Coal Tar, Refined (black only) .75	.65	.50	.40	
Asbestos Rfng. (blk. hvy. liquid) .80	.70	.55	.50	
Plastic Cement (blk) 25 lb \$2.00; 10 lb \$1.00; 5 lb 60¢				

All orders for paint amounting to 5-gals. or more will be prepaid anywhere within 400 miles.

"BEST PAINT I EVER HAD"

"Last summer I bought seven gallons of your paint and painted my house with it. It was the best paint that I ever had. It went farther than any I ever used. It looks fine. Just as soon as I opened the can I started to work. I didn't have to stir it two or three hours before it was ready to use. I have another big house to paint this summer and you can look for another big order of paint."—G. F. Kreger, 1924, 8th Ave., Council Bluffs, Iowa.



Camera FREE

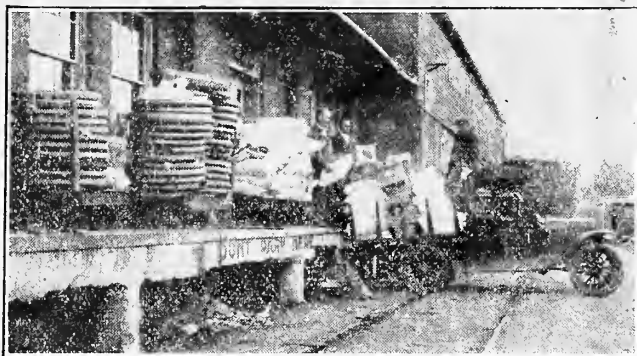
If you order 10 gallons or more of paint we will send Free this Eastman make, Hawkeye Camera and a roll of films for it. The pictures will be 2 1/4 by 3 1/4 inches.

All we ask is that you take a picture before you put on the paint and take one after you have painted up. Then, send us a print of each one. That's all there is to it. We would like to have you take both the "before" and "after" picture from

about the same position. Of course, we hope you'll take several views each time and send us prints of the best.

Now, make your paint order for 10 gallons or more. We'll send the camera and roll of films Free. Or, if you want to buy the camera, we will send it postpaid for \$2.50 — or \$2.75 with a roll of films.

(Special: This is subject to withdrawal without notice, but will probably be extended at least through September.)



Every minute and a half A Shenandoah Tire Sold

Yes, during the heavy selling season we were selling a Shenandoah Tire every $1\frac{1}{2}$ minutes of our working day. Some folks wonder how we have built such a tremendous tire business. Well, it's the same old story of the utmost in quality at the most reasonable price. We wouldn't dare make the challenge we do without complete faith in Shenandoah Tires. We know they are made of real rubber, rubber that has pep and resiliency to stand wear. Not the dead, reclaimed kind. And fabric? The best and toughest kind of fabric, long staple fabric with worlds of wear in it.

Then, we stand behind our tires all the way. That's mighty important, too. If you want the most miles for the money you spend on tires, order your size from the price list below.

Prices Subject To Change Without Notice

These prices are POSTPAID in zones 2 and 3

CLINCHER STYLE—ANTI-SKID CORDS & FABRICS

Size	Ply	S. Wt.	Tire	S. Wt.	Tube
30x3	Cord 4 Ply	10	\$ 5.95	2	\$1.25
30x3 $\frac{1}{2}$	Cord 4 Ply	13	6.55	2 $\frac{1}{2}$	1.40
30x3 $\frac{1}{2}$	Cord 4 Ply	14	7.40	2 $\frac{1}{2}$	1.40

STRAIGHT SIDE—ANTI-SKID OVERSIZE CORDS

30x3 $\frac{1}{2}$	4 Ply	15	\$ 7.65	2 $\frac{1}{2}$	\$1.40
31x4	5 Ply	20	10.80	3	1.70
32x4	5 Ply	21	11.20	3	1.75
33x4	5 Ply	23	11.55	3	1.80
33x4 $\frac{1}{2}$	6 Ply	27	15.35	3 $\frac{1}{2}$	2.45
34x4 $\frac{1}{2}$	6 Ply	31	16.55	4	2.50

TRUCK CORDS—HEAVY DUTY

30x3 $\frac{1}{2}$	5 Ply	Clincher	15	\$ 8.00	2 $\frac{1}{2}$	\$1.40
32x4 $\frac{1}{2}$	8 Ply	St. Side	32	20.10	4	2.40
30x5	8 Ply	St. Side	38	23.60	5	2.70
32x6	10 Ply	St. Side	60	42.65	7	4.50

BALLOON CORDS

29x4:40	4 Ply	17	\$ 8.10	3	\$1.60
30x4:50	4 Ply	18	8.60	3	2.05
29x4:95	4 Ply	21	11.65	3	2.30
30x4:95	4 Ply	21	12.20	4	2.35
30x5:25	6 Ply	26	14.80	4	2.65
31x5:25	6 Ply	27	15.55	4 $\frac{1}{2}$	2.75
30x5:77	6 Ply	31	15.80	4 $\frac{1}{2}$	2.70
31x6:00	6 Ply	30	17.20	5	2.65
33x6:00	6 Ply	32	17.45	6	2.85

ODD SIZED TIRES

Size	Ply	S Wt.	Tire	S Wt.	Tube	
32x3½	4 Ply	O. S. Cord	22½	\$ 9.25	3	\$1.60
34x4	5 Ply	O. S. Cord	24	12.25	4	1.85
33x5	8 Ply	Ex. Hvy. Duty	42	24.00	6	2.80
34x5	8 Ply	Truck Cord	43	26.45	6	3.00
35x5	8 Ply	Ex. Hvy. Duty	43	29.45	6	3.15
36x6	10 Ply	Ex. Hvy. Duty	61	47.55	7	5.80
28x4:75	4 Ply	Balloon	17	9.80	3	1.80
31x4:40	4 Ply	Cl. Bal. Type	18	9.60	3	1.90
31x4:40	4 Ply	SS. Bal. Type	16	10.05	3	1.90
31x4:95	4 Ply		25	13.50	5	2.55
29x5:00	6 Ply	Balloon	22	11.85	4	2.35
30x6:00	6 Ply	Balloon	30	16.65	6	2.60
32x5:77	6 Ply		33	18.45	4½	2.75
32x6:00	6 Ply		31	18.45	4½	2.75

World's Champion Challenges Them All



We Don't Bar Any Tire From This Challenge

If you want to convince yourself of the superiority of Shenandoah Tires, just get some tire company or dealer to accept this challenge of ours.

We will put Shenandoah Tires up against any tire made, bar none. Put our tire on your car against any other, one on each side. If the Shenandoah Tire wears out first we'll replace it free. The other fellow must agree to do the same if his wears out first. That's all there is to it. If you can find some dealer or company who will accept this challenge, send for a Blank Agreement to fill out.

In a nut shell we guarantee Shenandoah Tires for 15,000 miles on a service basis and we will put them up against any tire regardless of its guarantee.

I want you all to read these reports on some Tire Contests

I thought you would be glad to read what a few of the folks have to say about contests they are watching. I can't print all the reports but you will find a few here. They are about the average and I hope you'll read all of them.

One thing, I am leaving out the name of the other tire. I don't want to be the cause of directly ruining some tire dealer's business. However, for your benefit, I will say that all or nearly all of the highly advertised, well-known and exorbitantly priced tires are mentioned on these reports.

Most of the reports are on unfinished contests — but you can see what's happening.

Henry Field

Shenandoah Is Wearing Good

Rossville, Kansas.

"Well, the (well known brand) tire is not wearing much but it keeps blowing out the side walls. I can't keep putting blowout patches on it. Your tire is wearing good."

Henry Martinek

The tire which is showing up bad for Mr. Martinek cost \$4.10 more than the Shenandoah tire which is outwearing it.

Nelson Will Put Henry Field Tires on all Around

Corning, Iowa.

"We have had 5 or 6 bad punctures in the (well-known and very highly advertised brand) tire. We have the same air in your tire that we put in when we put the tires on. I can't see any wear on your tire yet. I am going to put Henry Field tires all around it as soon as the are gone."

Andrew Nelson

In this case our tire is beating a tire that cost \$13.00 more than the Shenandoah. Yes, and Mr. Nelson also said that he tried to get the dealer to accept our challenge on another tire but the dealer wouldn't accept. He says, "They seem to be afraid of you. I have dealt with you about 25 years and so I am a booster for the Henry Field Seed Company."

15 Months Tire Insurance

A New Guarantee On the Quality of Shenandoah Tires

Beginning at once we are making an additional guarantee on our tires. I believe it is the strongest guarantee ever put on any tire.

If your Shenandoah Tire does not run 15 months for you we will replace it with a new one, charging you only for the service you have received. And furthermore, if the tire is cut or bruised during the 15 months, send it to us for Free Repair. If it can't be repaired, we will replace it with a new one, charging you only for the service you have received.

The above insurance guarantee is made in addition to our regular 15,000 mile guarantee and our regular Tire challenge.

Standing Up Good

Buffalo Center, Iowa.

"Your tire stands up too good to expect it to be worn out. At present I am having trouble with the (still another highly bragged about brand) about two weeks ago was peeping through the casing. The Service Station sent it back to the company. They replied, saying "It was a break in the tire and would be repaired for \$3.00. Understand! They didn't say that the tire hadn't been properly inflated. I told the dealer to inform them that I expected them to repair it without cost on my part. Do you think that I was asking too much of them?"

Roy Doege

No, they ought to be willing to patch up their representative so the contest could go on without cost to you. Especially since it cost \$4.90 more than the Shenandoah did to begin with. Well, it's another case of not being willing to take their medicine. Goodness knows they had their eyes open when they signed up for the contest. You can see now why the smart dealers don't want to start anything with Shenandoah Tires. Too much quality there for them to beat.

Hanson says our Tire will outwear two of the Others

Odin, Minnesota.

"I say that tire I got from you last May can't be beat. I put on a (well known brand) on the other side the same day. It cost me \$1.10 more than yours but I say yours will outwear two cords. I am sure pleased with your tire. When I need more tires you will get my order."

Harris Hanson

Dealers have been so reluctant to accept our challenge that a lot of folks have done like Mr. Hanson did. They have just put on a contest of their own and just as Mr. Hanson tells you the results are in favor of Shenandoah Tires. The other tire cost more than ours but didn't give near the service.

Shenandoah Cost Only 1/2 as Much

Ashton, Nebraska.

"The cost me \$15.00 (more than twice the price of the Shenandoah tire) and I doubt if it will outlast yours. Will let you know later. I am ordering another tire from you as that is where I am going to buy my tires from now on."

Mr. J. J. Peters

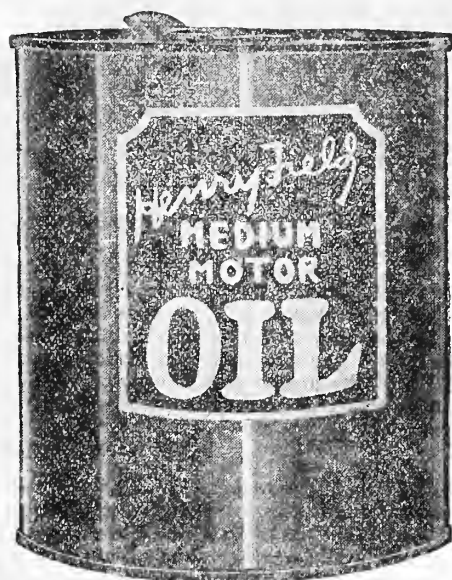
Says it will Run 25,000 Miles

Beatrice, Nebraska.

"The tires I got from you on contest with the (one of the very highest priced tires made) is standing up fine. I cannot tell yet how the contest will end but if the tire I got from you ever wears out I will sure get another tire from you. I think the tire I got from you is good for 25,000 miles.

P. Goin

No wonder Mr. Goin feels the way he does. He paid over \$9.00 more for the other tire than he did for the Shenandoah Tire he thinks so much of. Now you understand why we say we don't care how much the other tire costs. The bigger they are the harder they fall.



**My prices
will save
you money
on Oil**

100 per cent

**Paraffin Base
Read Our
Guarantee**

Super Quality Oil is guaranteed to satisfy you or money refunded. **MAKE THIS TRIAL AT MY RISK!** Buy a drum or barrel of this oil. Use five gallons out of it. If it isn't all I claim, send what is left back at my expense and I will send you a complete refund. Now look over the price and send along your order.

Super Quality At These Prices

No.	Grade	55 gal. Shipping weight	30 gal. 260 lb	15 gal. 125 lb	10 gal. 85 lb
A	Light	\$.59	\$.61	\$.63	\$.72
B	Light Medium	.59	.61	.63	.72
BB	Heavy Medium	.59	.61	.63	.72
C	Heavy	.59	.61	.63	.72
D	Extra Heavy	.59	.61	.63	.72
E	Super Heavy	.59	.61	.63	.72
F	Ford Non-chatter	.59	.61	.63	.72
TRACTOR OIL					
B	Medium Motor	.59	.61	.63	.72
C	Medium Tractor	.59	.61	.63	.72
D	Heavy Tractor	.59	.61	.63	.72
E	Super Heavy Tractor	.59	.61	.63	.72
Deposit for drum		2.75	2.10	1.50	No chg.
Amount to send		\$35.20	\$20.40	\$10.95	\$7.20

If drums are returned in serviceable condition we will refund the full amount of deposit. 10 gal. is sold "drum included" and is not returnable.

Extra Miles In Every Quart

You can pay a lot more than our price for oil. But you won't get any better service or any more mileage out of it. In fact, I have never heard of any oil that was as fully guaranteed as this oil of ours.

We've been selling it for over two years. Use it in our own cars and trucks. Have it at the KFNF Oil Station. It has given absolute satisfaction to us as well as our customers.

The specifications are A Number One. It has a good consistent body. Stands heat in splendid shape. You will notice that it does not evaporate and call for another quart as readily as most oils.

Another thing. It is absolutely guaranteed to be 100% Paraffin Base Oil. None of the cheap asphalt base stocks are put in.

I want you to order a drum at our risk. Try it and see if it doesn't give you more mileage and safer mileage than you are used to getting from ordinary oils.

Last but not least, you will find less carbon formed. That is one thing lots of our oil customers say. They don't have as much bother and expense from carbon.

Now you can't be too careful about protective lubrication for your car, truck, or tractor. And, I don't think you can do any better than to use our oil. Just figure out how much money you can save, too. Orders are filled promptly and from fresh, new stock.



Tire Chains

Prices Prepaid
in Zones 2 & 3

For High Pressure Tires	
Size	Price
30x3½	--- \$3.25
31x4	--- 4.00
32x4	--- 4.00
33x4	--- 4.30
32x4½	--- 4.35
33x4½	--- 4.65
34x4½	--- 4.80

Heavy Duty Truck Chains	
32x4½	--- 6.35
30x5	--- 6.10
33x5	--- 7.00
35x5	--- 7.35
32x6	--- 7.65
36x6	--- 9.00

For Balloon Tires	
29x4:40	--- \$3.65
29x4:95	--- 4.00
30x4:95	--- 4.30
31x4:95	--- 4.65
30x5:25	--- 4.85
31x5:25	--- 5.00
30x5:77	--- 5.00
32x5:77	--- 5.50
33x6:00	--- 6.35

It isn't the most pleasant thing to think about but you will be sure to need a good pair of chains unless you have them along. When you need them you need them bad. So get a pair and put them in the tool box now.

Made strong, oversize and extra heavy. They are easy to put on and easy to take off yet lock so securely that they will never lose. The cross chains are made of extra heavy steel, case hardened, joints electrically welded. The side chains are the lock link type, heavily galvanized. The strongest, heaviest, easiest handled chain you can buy for near the price. Be prepared—carry a good set of chains with you.

Wear like iron

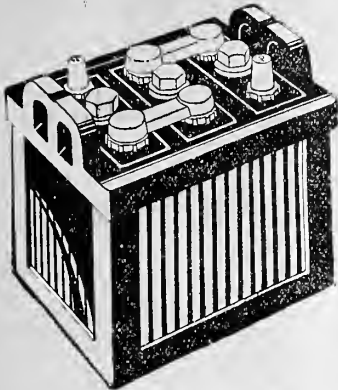
and don't require patching

"Your overalls and jackets are the best we have ever been able to get. Have never had any that would equal them in quality. They wash good and don't fade out like most overalls. They shrink so very little and wear like iron. This is a great help to the housewife. She don't have to put so much valuable time in patching overalls every week. So we will buy overalls from Fields when we need any more, as they are the best we can get for the money."—Mrs. Fred E. Gustafson, Route 1, Albert City, Ia.

A Good Report From Oklahoma

"Just a few lines to let you know that I am more than well pleased with the tires and tube I have received from you. They have not been off the wheel since they were put on, the first air put in the tires is still in them, and have driven many thousands of miles."—Edwin Quode, Kildare, Okla., R. 1, Bx. 34.

Car & Radio Batteries



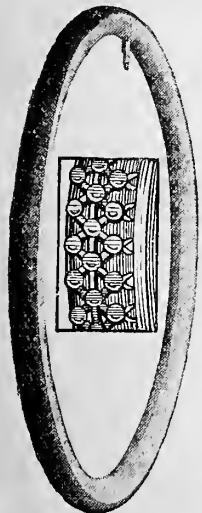
All Batteries F.O.B.
Shenandoah, Iowa

6V-11 Plate for Fords, Chevrolets, Stars, etc.	\$8.50
6V-13 Plate for Buick, Studebaker, Hudson. New Dodge and other big cars.	\$10.50
6V-15 Plate for Buick, Studebaker, Hudson, New Dodge and other big cars.	\$12.50
100 Amp. Radio Battery	\$ 8.50
125 Amp. Radio Battery	10.50
150 Amp Radio Battery	12.50

There's a world of difference in how "A" Batteries are made. Both the radio and car batteries which we sell are made of the very finest materials—the lead used must be pure, clean and must contain no trace of reclaimed material. Poor lead causes plates to buckle. The grid plate is so constructed that the active material will not fall out and settle to the bottom as is the case with poorer made batteries. The box is built extremely strong of a composition material that is acid proof and will stand an awful lot of hard rough usage. Much superior to a rubber box. Every battery is double sealed, tested for defects and Oked by an expert battery builder before coming to us. You might pay more money for a storage battery but you won't find any better than these.

"B" Battery Eliminator \$20.00

Here is a "B" eliminator that works fine on most any size set and I can sell it at a price that is within reason. Comes fully equipped with tube and four posts—the negative, one 45-volt post, a 90-volt and 180-volt. Also has control knobs for increasing or decreasing the detector or audio current as desired. Works only on 110-volt A. C. lines. It takes the place of "B" batteries and does the job just as well or better. Full directions for operating comes with each eliminator. Guaranteed to work to suit you or your money back. Price \$20. Postage or express extra. Shipping weight about 30 lbs.



BOYS Here's a Real Tire For Your Bicycle

Only \$1.95 Postpaid

Boys want tires on their "bikes" that will stand lots of hard riding and long wear. The kind that stay up and are not easily punctured. We have contracted for just this kind of tires. Big, husky, oversize, single tube type with red rubber, non-skid treads. The kind that will stand long, hard usage and at the same time improve the appearance and beauty of any boy's "bike." We have both sizes—28x1½ and 26x1½.



Our New Radio "B"

45 Volt Regular — \$2.00

45 Volt Heavy Duty — \$3.00

Postpaid in zones 1, 2 & 3

We recommend the Regular for sets of 1 to 2 tubes. Order the Heavy Duty for sets of 3 or more tubes.

Now we have what we have wanted to offer you for over two years — a first quality "B" Battery, made under our own name so that we could put the price down where we think it ought to be. This battery is made by one of the largest if not the largest battery company in the world. (These same batteries sold under their own name are sold at nearly double our price.)

There are a lot of details about these batteries, proving them first class, A No. 1 in every respect. The details are mostly technical and we won't have space for them here. The thing that counts is our guarantee of quality and satisfaction — and our reputation for being as good or even better than our word.

KFNF "B" Batteries will actually deliver a generous, exceptionally strong current. Stronger than most batteries. Nothing in heavy material and fine workmanship is neglected. It is a quality battery, sold at a quantity price.

FRESH FROM THE FACTORY

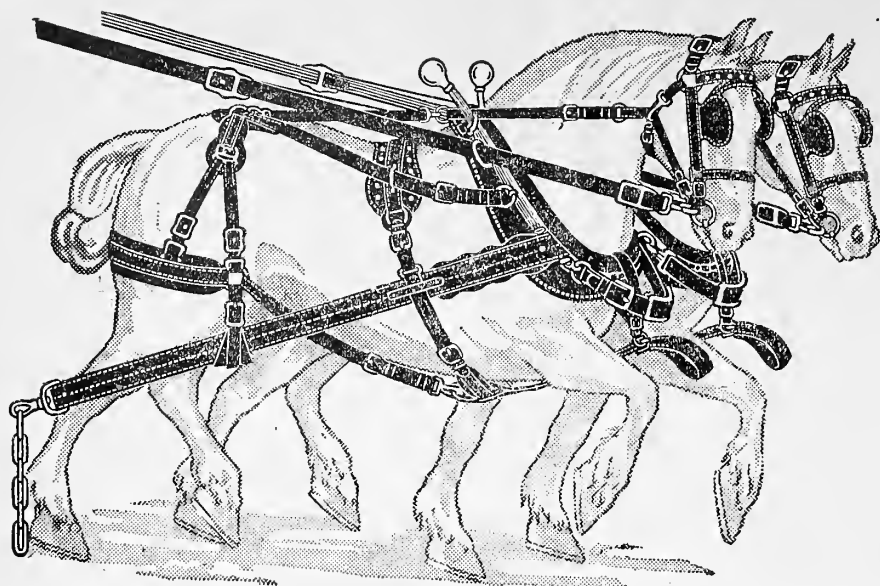
I don't want to forget freshness. That is important, very important. Sometimes a locally bought battery has stopped a number of weeks enroute before it gets to you. KFNF Batteries are fresh. They reach you full-powered. You can depend on them to be in tip-top shape and give the maximum of satisfactory service.

Here is a new kind of tube that is fool proof, will last longer, never gets noisy and will stand rough handling without jarring the wires apart and injuring them. A sup-

porting bridge at the top and one at the bottom of the plate holds the wires securely in place. They are made of Isolantite, a porcelain-like material, very expensive but by far the finest thing ever found for making tubes. If you can find tubes as good as these anywhere send mine back and get your money. Prices: The 201A \$1.00 each. The 199 (with either short or long base) \$1.25 each. The No. 112 Medium power tube or 200A Special Detector, \$2.50 each. All Postpaid.

**Field's RADIO
TUBES**





Special Fall Harness Value

\$ 59.75

1½ inch traces. For
traces 1¾ inches \$62.00

Shipping Wt. 95 lbs.
F.O.B. Shenandoah

Leather has gone up, way up, as we predicted in our Harness Catalog this Spring. But, we have got down to brass tacks on this set just the same. We are simplifying our harness line. Settling on fewer numbers and getting our entire volume price on them. We either had to do that or go way up in price as you will find others have. That's the reason I believe this harness is the best value you will find this Fall. It's our leader and best seller, giving wonderful satisfaction. Of course, even this price is subject to advance without notice. We are listing just one harness this fall because of lack of space. There may and probably will be a rush for it at our present price. We don't know what will be the result. Guaranteed, as usual, and you'd better get busy if you want it at this price.

Specifications — (Have been cut to the bone because of space; but guarantee is your assurance of complete satisfaction.)

Bridles — Ring crown. Combination front and winker brace.

Lines — Twenty feet long, one and one-eighth inches wide, with 1880 buckles and snaps.

Hames — Best grade steel. One inch hame straps. Three-quarter inch spread straps with rings.

Traces — Three plies leather, stitched with the best quality linen thread. Six feet. Solid leather around bolt on hames.

Belly Bands — Single strap, two and one-half inches wide with a one and one-half inch layer.

Back Pads — Large swell. Leather lined, steel bridges, brass spotted with adjustable market straps.

Breeching — Single strap. Reenforced at breeching dees. One and one-quarter inch, straps with snaps.

Hip Straps — One and one-eighth inch adjustable. One and one-half inch lug straps with safes.

Rib Straps — One and one-eighth inches wide sewed into top breeching rings and running to hame rings.

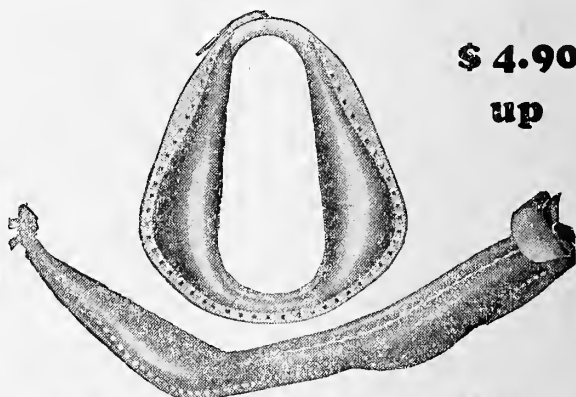
Lazy Straps — One inch with two inch leather liners.

Breast Straps — One and one-half inch or one and three-quarter inch, as ordered, with snap and slide attachments.

Pole Straps — One and one-half inches wide or one and three-quarter inches wide, as ordered, and with one inch collar straps.

Leather — Good old-fashioned bark tanned steer hide leather.

Of course, every set is made according to our own specifications. Every strap and tug and line is made to last and give long serviceable wear. Visitors at the Seed House say they have never seen such good harness for the money. We have enough confidence in the quality of our harness to send it out on a Free Trial and let you be the judge, and we'll pay the freight both ways if for any reason it does not suit.



**\$ 4.90
up**

Fit-All Flexible Collar

No room for complete description. But I will say that this collar has taken every one off their feet. Flexible. Soft. Fit any shape neck, horse or mule. Can't be beat anywhere for wear, service or price. Now, order at my risk. Bend it double. Twist it. Try it whatever way you think fairest to determine its strength and self-adjustability. And if it isn't everything we claim, yes and more, too, send it back. I'll refund all you're out on the deal.

Prices

No. 192 Collar		Size 20 inch----	6.00
Size 16 inch----	\$4.90	Size 21 inch----	6.25
Size 17 inch----	5.25	Size 22 inch----	6.50
Size 18 inch----	5.50	Size 23 inch----	6.90
Size 19 inch----	5.75	Size 24 inch----	7.35
Approximate Wt. 9 lbs. F.O.B. Shenandoah			

Important: All prices in our 1928 Harness Catalog have been withdrawn.

Write for new prices.

Sheep Lined Coat

Extra Warm and Roomy

\$8 Post
Paid

A sheepskin coat is the old standby and I've worn them enough to know what to look for in a good one. As usual we had quite a fuss with manufacturers to get just what we wanted. It had to be extra warm, full cut and roomy, strongly made and neat. And after we got that we had to have a reasonable price. It took a lot of shopping around and time, too, but you'll find this coat everything you could ask for in a sheep lined coat.

The cloth is top quality moleskin. The beaverette collar is cut oversize and fits high and snug at the neck. Deep man-sized pockets and side pockets are leather tipped. Flaps on the side pockets. These pockets will hold you all right, no doubt about that. Heavy wristlets and cuffs will keep the wind and the cold out of the sleeves. The belt goes all around. There are loops and sewed on buttons and, believe me, they'll hold, too. The top one will put the collar right up where you want it for below zero winds.

The lining is sheepskin pelt, splendid quality, thick and warm but not too heavy. The sleeves are blanket lined. From top to bottom, this coat is just as neat and rugged as you can get, and a lot better quality and better made than any you've ever seen for near our exceptionally low price.

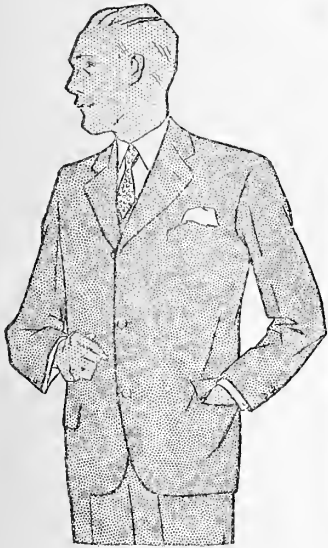
From top to bottom the coat is the kind it will pay you to own in the long run and one you can be proud of, too. Your order will be sent subject to your approval. I'm willing for you to be the judge. There will be no trade unless you are entirely satisfied.

We can furnish it in two weights of cloth. Sizes 36 to 48. Coat 36 inches long. Boy's sizes 6 to 18.

Order No. 149—Men's 2-20 oz. drab moleskin, Price \$8.00, P.P.

Order No. 262K—Men's 8 oz. Forest Green Moleskin, Price \$10.00 P.P.

Order No. 150K.B.—Boy's 8 oz. Forest Green Moleskin, Price \$7.00, P.P.



SUIT PRICES

All Prices Postpaid

Boy's—3 to 10—Suit with 1 pr. long pants ----- \$8.75
Youth's 11 to 18—Suit with 1 pr. long pants ----- \$12.00
Men's—Regular 34 to 50—Suit with 1 pr. pants \$22.00
Men's—Stouts & Slims 38 to 42—Suit with 1 pr. pants ----- \$22.00
Men's—Stouts 44-46-48—Suit with 1 pr. pants \$25.00
Men's—Stouts 50-52—Suit with 1 pr. pants ----- \$27.50

Suits & Overcoats

Frankly, when we first started to sell suits and overcoats we didn't know whether they would be interesting to you folks or not. Now we know they are because we have sold hundreds of them in a short time. Gave wonderful satisfaction, too. I think that considering quality we saved every customer that ordered from us at least \$5.00, maybe \$10.00.

The new Fall and Winter models are now in. Among them are the very latest colors in smart styles for young men and boys and conservative models for the elder men.

Overcoat Prices

Youth Sizes 14 to 18	All Prices Postpaid
----- \$14.00	
Mens Sizes 34 to 50	About any color you
----- \$20.00	want in solid colors
Men's Sizes 34 to 50	or plaids
----- \$15.00	

Every one of our overcoats is a high class garment made of 100% wool with satin lining. Tailored to fit and neatly and beautifully finished. The higher priced coat is extra heavy with slightly better quality material in it. This can be had in either the single or double breasted style. The lower priced coat comes in double breasted only.

Let us send you a suit. We have Cashmeres, Blue Serges and Hard Worsted materials. All shades of Blue, Gray and Brown. And in fact the latest checks, plaids, stripes and mixtures. In fact, all the newer color combinations and patterns, in two and three button models. All we need is a general idea of what you want.

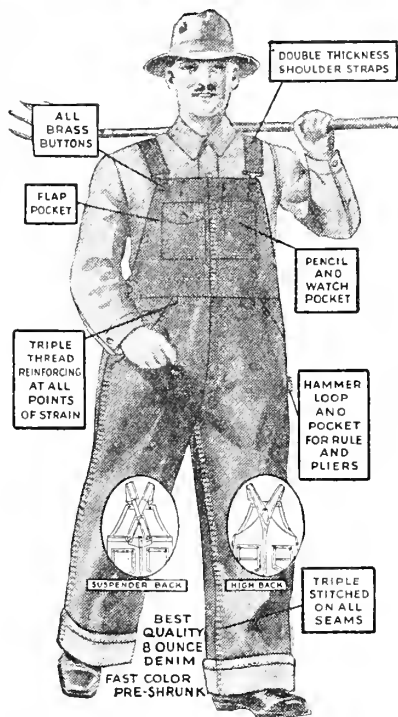


Send Your Measurements

In ordering Suits or Overcoats, give us your size or give measurement of the chest, arm length, waist and pant length. Tell us what color you like and if you want plaid, stripes, plain, or mixture. We guarantee a satisfactory fit.



Field's Famous Overalls



\$1.75 Pair
3 Pair for \$5.00

Jackets Same Price

BOYS' PRICES

BOY'S SIZES ARE 2:20 DENIM

Small Boy's — Ages 3 to 8 inclusive
 ----- \$.90 per pair

Medium Boy's — Ages 9 to 14 inclusive
 ----- \$1.10 per pair

Big Boy's — Ages 15 to 18 inclusive
 ----- \$1.25 per pair

Jackets Same Prices

No doubt about the quality of these overalls now. A year ago there were some who said "show me." A few were left who weren't sure we had the best overall made. But most of them have been shown now, at least all those are that really wanted to know.

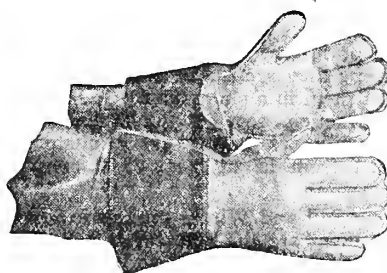
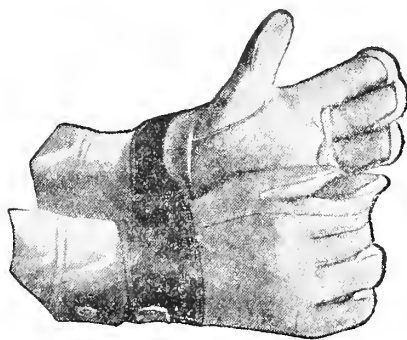
You know, we started out nearly two years ago and had suggestions from

10,000 farmers. We read them, too. Got a lot of ideas from them and had our overalls made right to specifications. Best quality 8 oz. denim. Pre-shrunk and as near fade-proof as any material can be made. Yes, in every way, they are better than good enough and stronger than strong enough, too.

The women folks really are responsible for our wonderful volume on overalls. They like the easy washing features. Like the way they hold their color and the way they stick to their original size. I don't know how many women have written in to compliment us about how the brass buttons stayed put and how they were so glad to get away from the continual darning and patching.

The men folks came in for their share, too. If you don't think so look at those pockets and other built on features — watch pocket, flap pocket, match pocket, pliers, rule, hammer loop. Bar tacking, heavy reenforcing at the point of strain. And, last but not least, double thickness shoulder straps and triple stitched on all seams.

No, you can't beat them at any price. If your dealer doesn't agree with us we'll give him a chance to see. Buy some of his and some of ours. Give them about the same wear. If our's aren't the best in your judgment we'll give you another pair free. Same challenge as we give our tires. All that's needed is for the dealer to agree to do the same if his loses. You bet we have the faith in them. Faith enough to guarantee them better than any others made. Send your order along. If you don't like the deal when you see how they look send them back for a full refund of the purchase price.



Gauntlet or Wrist Band Style
 Sizes 8½ to 11

Horse Hide Work Gloves \$1.75 Postpaid

"They are horsehide leather, all right, but they're sure pigs for wear" is what one customer wrote in to say about how these gloves take to work. If you know how good the best genuine horsehide leather can be you know the quality of leather in this glove. It's tough and strong, soft and pliable. Stays that way in spite of wetting. Will wear like a veteran.

And features? We don't know of any that would make this glove any better. It has everything. The palm and thumb are one piece. No seam there to wear out and bother. The fingertips have an extra strip sewed on for protecting these points of wear. Then, for sure enough strength, there is an extra seam sewed into the base of the second and third fingers. The

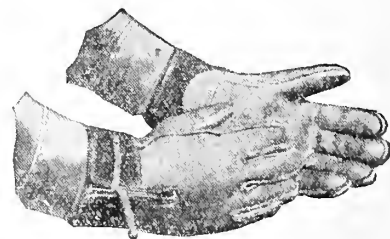
thumb is welt sewed. We know you've never seen more work glove for the money. Order a pair. They're guaranteed.

Adjustable wrist band style or gauntlet with real leather cuff. Your Choice. Sizes 8½ to 11. Postpaid \$1.75 a pair.

Combination Special

Overalls, Jackets or Gloves —
 3 of each or any combination
 of these sent to you.

3 for \$5.00 Postpaid



Harvester Work Glove

\$1.25 Postpaid

Sizes 8 to 11

Cut from slightly lighter leather than the heavy work glove but Genuine Horsehide Leather just the same. Has adjustable imitation leather cuffs, gauntlet or wrist band style. An all around handy weight glove. Just right for harvesting, driving, and work around machinery. Put a pair in your car. You can wash them and they'll come out just as soft and pliable as ever. Women folks especially appreciate having a pair of these fine gloves around.

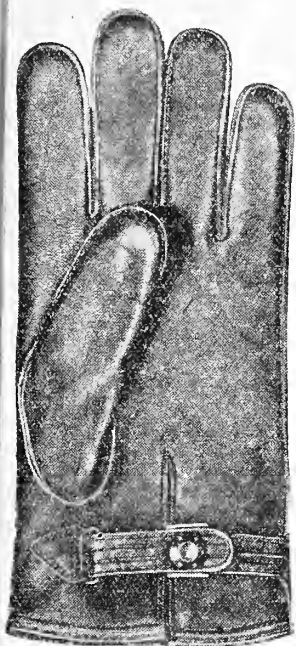
Lined Dress and Driving Glove

Sizes 8½ to 11

\$1.50

This is the type of glove you would generally pay \$2.50 to \$3.00 for. We had to sell it for \$2.00 last year. This year in the face of a rising leather market, we are able to cut the price 50¢ lower while our supply lasts. This should make it the most remarkable value on the glove market this year. The only way you can be sure of getting a pair is to order early. When this supply is gone the price will have to be raised.

This glove is extra warm, well made and dressy. Made of Imported Cape Leather. A leather that doesn't scuff or peel easily. The lining is real wool — soft, warm and comfortable. The strap fastener on the wrist always stays fastened and keeps out the cold. You can save about half by sending us your order. You should do it now and be sure of getting a pair. Sizes and half sizes 8½ to 11. Price only **\$1.50 a pair postpaid** while they last.



**\$28.85 Wins in Competition
Against \$68.00**

"I have used one of your 33 x 5 truck tires almost a year now, which cost \$28.85. It has the same air in it that I put in when I put it on. It looks as good as new as far as I can see. Have used it against a competitive make which cost \$68.00, and I have had all my trouble with the expensive tire. I am for Shenandoah Tires every time. Can say the same for all your goods."—Harry Hosford, Glasgow, Mont.

Horsehide

Work Mitten

Lined

\$1.90

Unlined

\$1.00

All Postpaid
Sizes 8½ to 11



Here's a mitten that will keep your hands warm on the coldest days. Because it is made of genuine Horsehide leather it will never get stiff or harsh. Instead it dries soft and pliable. Well seams with an entirely seamless palm. The wrist is elastic which keeps the mitten from slipping off while you work and keeps the wind out. The lining is heavy knit wool and is loose so you can take it out and wash it or dry it. I have never seen a mitten just like this one — nor one that suited me quite so well.

Blanket Lined Denim Coats

Boy's sizes 24 to 34 -----**\$2.75**

Men's sizes 36 to 44 -----**\$3.00**

Men's Outsizes 46, 48 & 50 -----**\$3.30**

Men's extra long 36 to 44 -----**\$3.50**

All above prices postpaid

These are the regular blanket lined 8 ounce denim coats. They have standing corduroy collars, raglan sleeves, big inside denim pocket and four outside pockets. Two buttons on each cuff and on the collar so the coat can be worn buttoned tight or loose. The material is pre-shrunk so it will not fade or shrink. The best blanket lined coat I ever saw.

Khaki Pants

A real bargain in Khaki Pants. Good quality. We will sell at this low price while they last. **\$2.00 postpaid.**

Look at
these
Prices on
Husking
Gloves
and
Mittens



COTTON FLANNEL GLOVES

\$1.80 Doz. Postpaid

Made of extra good Eastern Canton Flannel with soft nap inside. Seams are strongly sewed. Double weight blue knit wrist. This is the best grade of 10-ounce flannel and a rare bargain at our price.

TWO THUMB HUSKING GLOVES

\$2.15 Doz. Postpaid

Good, heavy, 10 ounce canton flannel gloves made with stout seams, best double blue knit wrist and two thumbs. An outstanding value.



Medium Weight Husking Mittens

\$1.70 Doz. Postpaid

Medium weight, heavy nap, eastern canton flannel, firmly woven. Two thumbs. Nap on the outside. Double blue knit wrist. Just the mitten for a man who likes a medium weight husker.

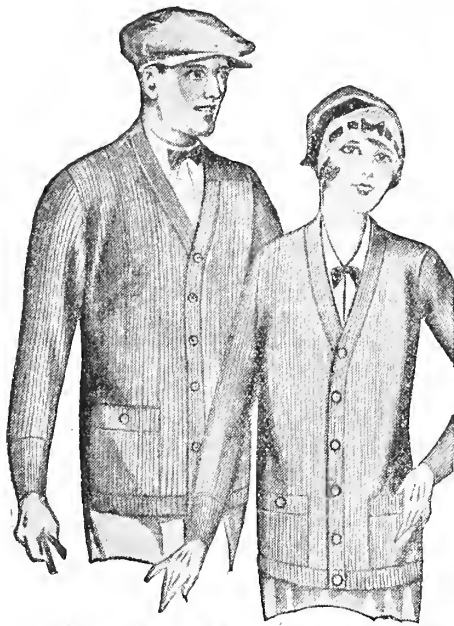
Heavy Husking Mittens

\$2.00 Doz. Postpaid

If you like a tough, heavy husker, here's the one you want. Extra heavy 10-ounce nap-out flannel with two thumbs and double blue wrist.

Furs

We had wonderful letters last year from folks who shipped us furs to sell for them. We'll be doing it again for all of you this Season. Not to make money, but to get you bigger checks through honest grading and fair prices. That's our guarantee. Listen to KFNF or write for details. Glad to send you some shipping tags. We'll soon show you why trappers were glad they shipped to us, all last season.



Worsted Sport Sweater

\$3.95

Postpaid

On cool days you will enjoy wearing this sweater alone. In colder weather simply slip a coat over it. It is light, yet very warm. It is neatly made and good enough to wear with your Sunday best. It is closely knit of all worsted extra good quality yarns. The cuffs are close fitting and the body part fits snugly. Has two pockets. Both men and women find these sport sweaters very comfortable and attractive. Colors: Tan, Brown, Grey and Heather Mixtures. Sizes 36 to 46.



Work Shirts

Blue or Gray
Sizes 14½ to 17

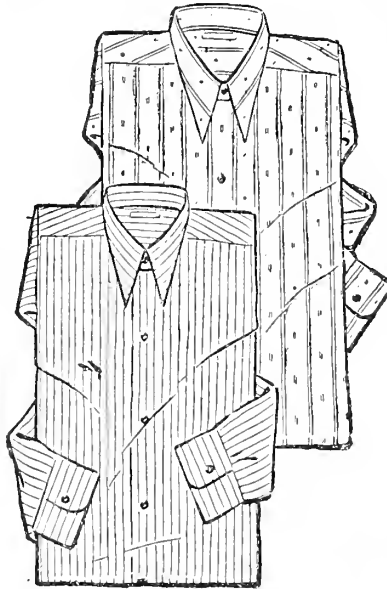
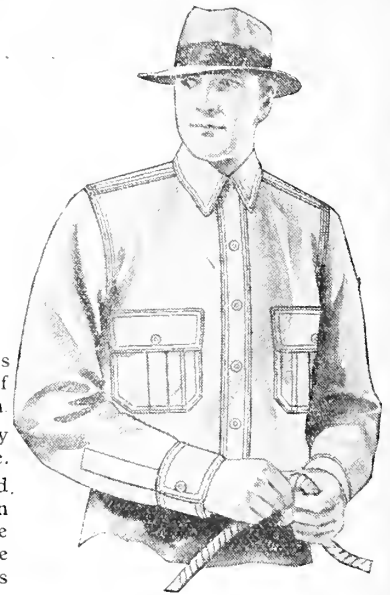
3 for \$2.50

Extra Sizes 17½ to 20
3 for \$2.75

Boy's Size 10½ to 14
3 for \$2.00

Prepaid in Zones 1, 2 & 3

The large arm holes, generous sleeves wide elbows and all-around roominess of these shirts is their best recommendation. The material is exceptionally fine quality chambray. Has fine yarn and firm weave. They are made right, too. Triple sewed seams. Bellows type pockets with button down flaps and pencil compartments. The collar is lined. We don't know how we could improve this work shirt. It's guaranteed all the way—fit, satisfaction, appearance and wear.



Dress Shirts

Broadcloth, Madras, etc.

Sizes 14 to 19

\$1.75 ea.

3 for \$5.00

Postpaid in Zones 1, 2 & 3

Plain Whites, Blues, Tans

Figures, Stripes & Checks

These shirts are generously cut and beautifully tailored from high grade, fine lustre broadcloth, madras and novelty shirtings. Made in the popular coat style open all the way down in front. Either collar attached or neck band style. Note size above. About color, we have a wide variety of colors and combinations. Just give us an idea of what you want and we guarantee to please you. Fit guaranteed, too. These are real bargains at 3 for \$5.00, postpaid, the kind you would expect at \$2.00 to \$3.00 each.

Big, Heavy Wool Sweater

Men's \$4.75 Postpaid

This shaker knit coat style sweater is to other sweaters what the fur coat is in overcoats — the heaviest, warmest and best made for cold weather wear. Yes, it's all wool and it's unusually heavy and unusually warm. The collar is the big shawl type that turns high around the head or buttons closely around the neck. The cuffs are closely knit and fit tight to the wrists. Has two roomy pockets

on the sides. Your choice of navy blue, maroon (dark red), brown or scarlet (bright red). The girls and women usually pick the scarlet. All sizes from 36 to 46. The most sweater for the money I ever saw.

Boy's Sizes \$3.75 Postpaid

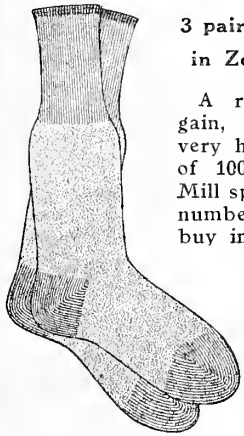
Exactly the same sweater as above in sizes 26 to 36. All wool and very heavy. Colors: Navy blue, scarlet (bright red), and a pretty shade of tan.

Extra Heavy Wool Socks

50¢ a pair Postpaid in Zones
3 pair \$1.45 1, 2 & 3
6 pair \$2.85

These are the extra heavy wool socks that farmers and men who are out-of-doors a great deal wear in the winter time. They are sometimes called lumbermen's socks. Every thread is pure wool. The weight and quality of these socks is about like that of the numbers that usually sell at from 59¢ to 75¢ a pair. We have three kinds in this quality. One is a white sock with straight top, sometimes called a boot sock. The tops are in red or green. We also have a blue sock with stiff ribbed top, and the blue boot sock with the straight top. All at the same price. State choice.

Heavy Wool Socks



3 pair \$1.00 Postpaid
in Zones 1, 2 & 3

A remarkable bargain, because it is a very heavy work sock of 100% wool. The Mill specializes on this number alone and we buy in very large lots to get this bargain price. Heather mixture color. 50¢ quality.

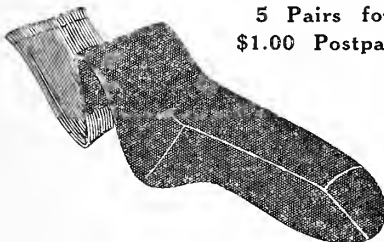
3 Pr. \$1

Work Socks

6 Pairs for 90¢
12 Pairs for \$1.75 Postpaid

Made of good quality, long staple cotton. Strong ribbed top and seamless. White heels and toes. Colors: Blue mixed and Brown mixed.

State Size and Color Wanted



5 Pairs for
\$1.00 Postpaid

Socks, Guaranteed 5 Months

Medium weight cotton lisle dress socks with reinforced toe and heel. Fine knit, good looking, good fitting. Five pair positively guaranteed to wear 5 months or will be replaced. Black, Cordovan Brown or Grey. Sizes 10 to 12.

Men's and Boys' Union Suits

We have spent a great deal of time this year choosing an assortment of underwear best suited to the needs of our people. This assortment is the best I ever saw — better quality, better made and at a lower price. And they're knit to fit and be comfortable. Of course, they carry the usual Field, money-back guarantee.

Flat-Fleeced Union Suits

All prices postpaid in zones 1, 2 & 3
Men's sizes 36 to 52 ----- \$1.45
Boy's, ages 6, 8 & 10 ----- \$1.00
Boy's ages 12, 14 & 16 ----- \$1.25
(Silver Grey Color)

This is our heaviest and warmest cotton suit being lined with an extra heavy fleece. It is the grade most people who are out in the weather a great deal wear. It is knit to fit the body form. The wrist and ankle are finished with tightly woven cuffs making a snug, comfortable fit. The neck is held in shape by a tailored knit fabric band. The seat and crotch are doubled. All seams are flat and perfectly comfortable. The white pearl buttons are extra heavy and won't break or pull off easily. The buttonholes are double stitched and strong. There's nothing skimpy about this union suit. It is a typical Field quality garment — best materials, extra well made and sold at a reasonable price.

Ribbed Union Suits

All Prices Postpaid in Zones 1, 2 & 3
Men's sizes 34 to 46 ----- \$1.35
Men's sizes 48 to 50 ----- \$1.50
Boy's ages 6, 8 & 10 ----- \$1.00
Boy's ages 12, 14 & 16 ----- \$1.25
(Color — Random Grey)

We picked this model for those who prefer a ribbed knit suit. The ribs in this are closely knit of soft cotton with a heavy fleece lining. The cuffs on the sleeves and ankles are fine ribbed and fit snugly. Just as well made and generously cut as the one described above only tailored from ribbed material.

Part Wool Union Suits

All prices postpaid in zones 1, 2 & 3
All sizes, Color—Random Mixed
Price \$2.45

This is an unusual value in a fine ribbed wool and cotton mixed union suit. It contains plenty of wool to keep you warm and comfortable, yet has enough cotton mixed in to do away with the uncomfortable "scratch" of all-wool suits. Cotton also largely prevents shrinking. The fleecing is heavy and soft and very warm. The cuffs are closely knit and springy, closed crotch style. A wonderful suit. I don't believe you could buy a more comfortable suit at any price.

Athletic Underwear

3 for \$3.00 Postpaid

The trouble with most athletic underwear is that the backs rip out too easily. The kind we sell has a special flexible band in the middle of the back. This puts some give-and-take right where it is needed. The seams are also rip-proof. The material is barred nainsook of best quality. It will wear well and be mighty cool, too.

Sizes 34 to 46. White only. Guaranteed to fit you and satisfy you or can send them back. Three for \$3.00 postpaid.



(Flat-Fleeced Suit)

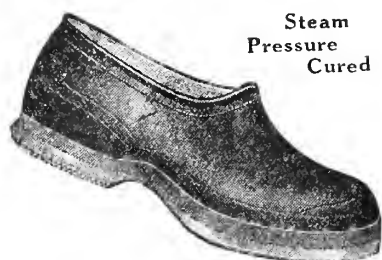
WINTER SHIRTS AND DRAWERS

\$1.00 Each, Prepaid in
zones 1, 2 & 3.
Sizes 36 to 46
Grey Mixed Color

Made of finest quality, flat knit cotton, heavily fleeced. Heavy enough for the very coldest weather. The shirts are good and long and the drawers are generously cut with adjustable waist. You'll look a long time before you equal this value.

20,000 Miles in Wyoming

"I have three Shenandoah Cord Tires and tubes on my car, which have run about 20,000 miles each. And are still as hard as a gambler's heart. Will swear by Shenandoah Cords."—Clarence Stree-ter, Kaycee, Wyoming.



Steam
Pressure
Cured

Work Rubber \$1.85 P. P.

If you walk or are on your feet a lot in cold weather and don't want to "lug" heavy overshoes around, this is just what you want. An extra heavy Rubber-Made tough, flexible and waterproof by the new steam curing process. The gray all-rubber tops fit up high around the shoes — especially above the heels — so they won't pull off easily in mud and slush. The sole is heavy with a non-skid bottom rolled high on the edges to keep the toe and sides from kicking out. The heel is double strength. Sizes and half sizes—6 to 12.

1 Buckle Overshoe

\$2.30

Postpaid



A serviceable overshoe for work or dress. Made with black cloth tops and heavy, double rubber sole and heel. The same high quality features of our four-buckle artic are used in this one-buckle overshoe. It will give perfect satisfaction and unusually long wear. Made in whole sizes only, from 6 to 12.



\$4.65

Postpaid

Best Overshoe Made

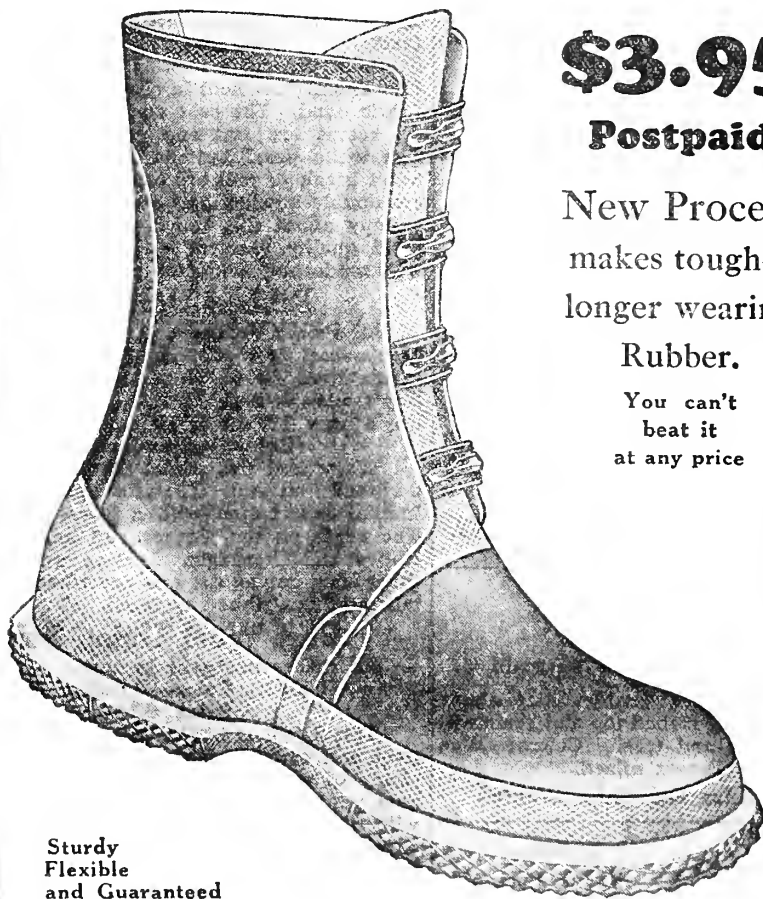
One of the largest rubber foot wear companies make this overshoe for us. They have just perfected and are using a new steam curing process that adds greatly to the toughness and water resisting qualities of the rubber.

This is the standard 4-buckle style. The tops are of flexible, tough red rubber. The soles have heavy non-skid bottoms with heavy rolled edges. The specially designed instep makes it pull on and off easy. The

buckles won't wear through, neither will the heels.

From top to bottom it's the strongest, toughest, sturdiest overshoe we ever examined, yet it is light enough to carry easily. The whole secret is the use of the best materials and the new steam-curing process. Compare it with any overshoe you like, regardless of price — we'll abide by your decision.

Sizes: 6 to 12 in half sizes. Order one size larger than your shoes.



Sturdy
Flexible
and Guaranteed

\$3.95

Postpaid

New Process
makes tougher
longer wearing

Rubber.

You can't
beat it
at any price

Horse Hide Work Shoe

There's never been a more practical or a more comfortable work shoe than this Guaranteed Genuine Horsehide model with regular army-last, tough rubber heel, horsehide sole. Like house slippers for comfort and like a pig's nose for wear. No matter how wet they get they'll dry out soft and pliable. Won't crack and fall apart like some shoes do. Sewed entirely with pure silk and linen threads. You positively cannot equal them at near the price. Sizes 5½ to 13, \$4.65, postpaid. Order number 11.

Women's Shoes

Arch Support Models

The three styles pictured here are very popular this year. They are neat and stylish, yet conservative. Fussy enough for any Sunday wear but not flashy or extreme. The built-in Arch Supports keep the feet in their natural position and add to the comfort and wearing qualities.

These models have plain toes and rubber capped heels. The leather lining protects the hose and makes the shoes more comfortable. They look fine and feel just as good as they look. Order a pair and compare them with any shoes at near the price. We are willing to take them back if you don't think they are all we claim, or if for any reason, they don't suit. See the detailed descriptions with the pictures.

SOFT BLACK KID

Four Eyelet Tongueless Tie

Order No. 4

Sizes $3\frac{1}{2}$ to 9

Widths: C & E

Heel: $1\frac{5}{8}$ inches

\$4.60

Postpaid

TAN SPORT MODEL

Reptile Leather Tongue

ORDER NO. 9

Sizes 3 to 8

Widths B & D

\$4.60

Postpaid

Three Button Oxford

SEE COLORS BELOW

Sizes $3\frac{1}{2}$ to 9

HEEL: $1\frac{5}{8}$ inches

\$4.60

Postpaid

ORDER NO. 7—Black Kid—WIDTHS A, C and E.
ORDER NO. 6—Patent Leather—WIDTHS B and D.
ORDER NO. 5—Brown Kid—WIDTHS C and E.

BOY'S BEST HORSEHIDE SHOES

\$3.25 Postpaid

This shoe will hold your boy. It's genuine Horsehide Leather, guaranteed to stay soft and pliable. Outing style, double capped toe. Soles

are grease filled. Nailed as well as sewed. All sizes $11\frac{1}{2}$ to $5\frac{1}{2}$. \$3.25 postpaid and guaranteed.

ARCH SUPPORT HOUSE SLIPPERS

Order No. 3; Sizes $3\frac{1}{2}$ to 9

Widths C and E

This is the favorite, conservative, low heeled model. It is worn for dress and at home when a nice comfortable shoe is wanted. It has a genuine built-in Arch Support. Heavy black glazed kid uppers. Has an imitation tip with a semi-round roomy toe. The sole is a Goodyear welt with a rubber capped heel. All go to make for extreme comfort and long wear. Very popular with women having fleshy feet and ankles who have trouble getting a good fit.

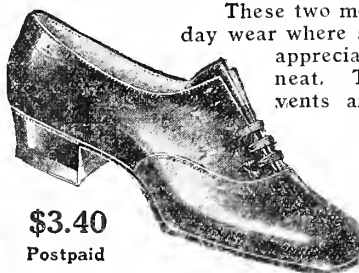


\$4.60

Postpaid

COMFORT WORK SHOES

These two models are made for everyday wear where a shoe of solid comfort is appreciated. They are roomy yet neat. The plain toe style prevents any cramping. The flexible soles and low, rubber capped heels make



\$3.40

Postpaid



\$3.40

Postpaid

walking or being on the feet a pleasure. I don't think you have ever seen as much wear and comfort built into any shoe you ever wore. We guarantee it or no trade.

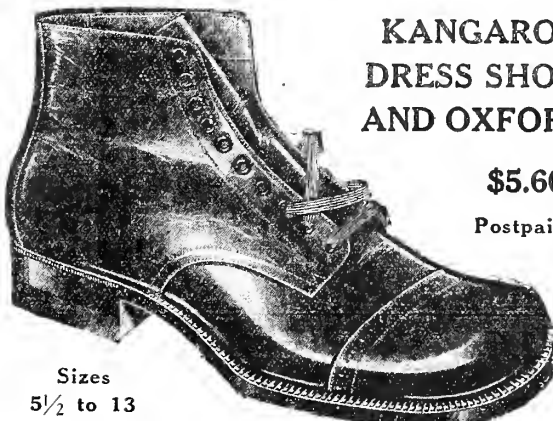
Order No. 1—Six Eye Lace Model Black kid uppers.

Order No. 2—2 Strap Model—Uppers soft kid leather. Sizes of above models: $3\frac{1}{2}$ to 9, widths C and E. They can't be beat for comfort and wear.

KANGAROO DRESS SHOES AND OXFORDS

\$5.60

Postpaid



Sizes

$5\frac{1}{2}$ to 13

The Australian Kangaroo leather in this shoe is just as dressy as any and certainly there isn't any other dress shoe as nice and easy on the feet. Broad capped toe, hook tops, oak tanned soles and rubber heels. Anyway they are guaranteed the most comfortable and best looking shoe you ever had for anywhere near our price.

Super Rayon Underwear



The season's latest and finest rayon underwear. The quality of these items have proven a revelation to our customers. You'll be pleased, too. Make your choice from the new favorite shades: Flesh, Peach, Orchid, Nile Green.

Will Not Fade

**Will Not Run
or Shrink**

Size 34 to 42

Prices Postpaid

Vest ----- \$1.00

Step-ins --- \$2.00

Bloomers -- \$2.00

Slips ----- \$3.00

Union Suits \$2.25

(Step-in)

Night Gown \$3.50

For sizes 44 to 46 add

one-fifth to prices above.



Bath Towels

6 for \$2.25

12 for \$4.00

Postpaid

Double thread construction gives these Turkish Bath Towels the body to wear well and stand lots of laundering. They are big size—about 19 by 38-inches. Come in plain white or white with dainty colored borders. A real money saver with quality a plenty.

Pure Linen Toweling

10 YARD BOLT—\$2.45 POSTPAID

Heavy quality, pure linen. The kind that will wear a long time. It is pure white and full 18-inches wide. This 10-yard bolt at \$2.45 postpaid will make five or six family size roller towels. Of course, quality and value guaranteed, you to be the judge.

House Dresses

3 for \$4.00

4 for \$5.00

Postpaid

Every woman likes a dainty, cool nifty dress to wear on summer days. We have thousands of the neatest, prettiest summer dresses you've ever seen. Beautiful styles. Every model is the latest thing in style and we have hundreds of models.

All the dresses are guaranteed fast color. You may have them in either the butterfly sleeve or the elbow length sleeve and in any color combination you like, wide hems and finished seams. All sizes 16 to 52 inc.

Your choice of Gingham, Print or Dimity.



Children's Frocks

3 for \$4.00 4 for \$5.00 Postpaid

These little frocks are fashioned from the best soft-finished, mercerized English prints and yarn-dyed novelty weaves. They have good wide hems and all seams are finished.

Sizes 7 to 10 are made in styles with bloomers. Sizes 10 to 14 are made in regular dress styles without bloomers. All colors guaranteed not to fade. You may have 3 of these dainty frocks for \$4.00 or 4 for \$5.00. Prices postpaid.



Guaranteed Glass Ovenware

12 Pieces—\$4.50 Postpaid

As illustrated: 1 Round Casserole (8 inch); 1 Round Casserole Cover; 1 Pie Plate (9 inch); 1 Round Baker (8 inch); 1 Utility Tray (10 inch); 6 Custard Cups (4 ounce); 1 Fruit Reamer and Jelly Mold.

Women folks are more and more baking in things, which they can take right to the table from the oven. Glass Ovenware has proven a real convenience. And no ovenware carried a stronger guarantee than the Fry Glass Ovenware we are selling.

Every one of the items in our 12-piece set is guaranteed for 2-years against breakage in the oven. If they crack or break in the oven before that time we will replace them absolutely without charge.

Fry Ovenware is a smoky white, pearly color. Will look pretty on the table. You will especially appreciate the man-sized fruit reamer.

Ladies' Silk Hose

FULL FASHIONED

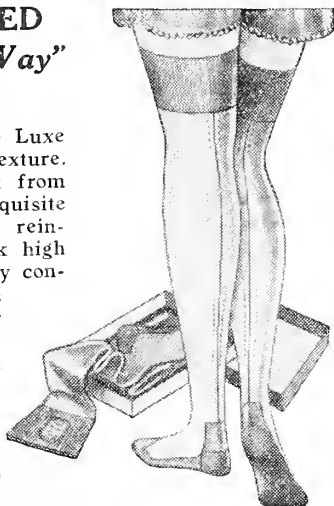
"Pure Silk All the Way"

\$1.75 Pair

This Service Chiffon De Luxe hose is of fairly fine texture. Every thread is pure silk from top to toe, a beautiful, exquisite full fashioned hose. Silk reinforced foot with pure silk high spliced heels. You will pay considerably more for this quality of hose other places.

Sizes 8½ to 10½ inc. Colors: Atmosphere, Even-glow, Rose Taupe, French Nude, French Beige, Sand-dust, Black and White.

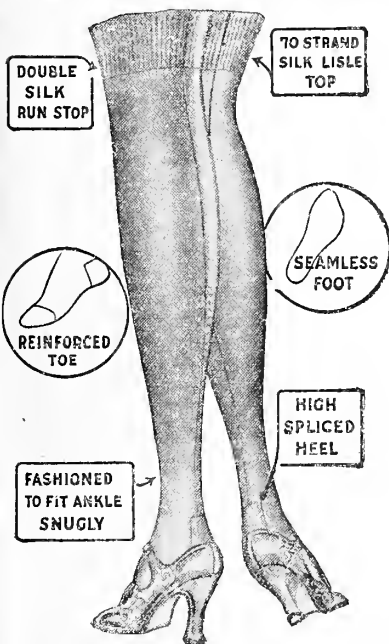
\$1.75 per pair, 3 for \$5.00
Postpaid



"We do like the hose we received. The girls think they wear longer and better than any they have ever had. Are nice and long and fit well, and with care wear well."—Mrs. C. E. Taylor, Des Moines, Iowa.

Henrisilk Hose

\$1.00 per pair 3 for \$2.85 Postpaid



Colors

Rose Taupe,
Black,
White,
Sandust,
Dove Gray,
French Nude,
Aloma,
Grain,
Moonlight,
Beige,
Alesan
and
Peach

Quality is woven into every thread of this hose. The heel, sole and toe are reinforced from the inner side with mercerized lisle. The invisible double silk ravel stop insures longer wear. The seamless foot means comfort—and the tiny fashion marks together with the tailored seam up the back of the leg add to the quality appearance.

See colors above. Sizes 8½ to 10½ inc.

\$1.00 per pair, 3 for \$2.85 Postpaid.

"We received the hose in good shape and found them to be very good in quality. They have been serviceable and are still wearing good. We expect to send in another order real soon, as we found them excellent stockings."—Mrs. Wm. P. Kanke, Van Horne, Iowa.

Elephant Hide Rain Coat

\$6.95

Postpaid

Sizes 34 to 46 Bust Measure

Colors

Rose Black
Blue Green
Brown



This is the very latest style and model of Women's Raincoat. It is the newest of the new, Combining extreme good looks with practical value.

The snappy cut of this new model raincoat — with its Raglan sleeves, yoked front and back, and double breast — has about replaced all other models in the Eastern style centers. The Elephant Hide appearance is a distinctive innovation, too. It is really a grained finish, made to resemble elephant's hide.

Yes, and it has Storm tab at the wrist. Bellows pockets with shield flap protectives and an all around adjustable belt. The collar is the fully convertible kind. Can be turned way up to cover you from the chin down; clear down flat as in the pictures; or can be half and half. The buttons are reinforced with stay buttons.

Material and lining are Great Features.

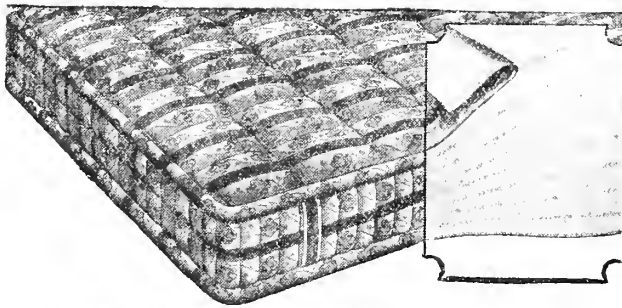
The material is Glazette or Leatherette — a rubberish material resembling leather and capable of turning wind and rain, in first class shape. You can put a regular stream of water on it and none will get through. Stops wind just as completely, too.

The lining is the same as we have sold and recommended in our white trimmed Glazette coat for over a year. It's suede mole skin — soft and smooth and warm. It is a real protection to your other clothing as well as a real comfort to you. You won't find this fine material and this excellent lining in the average run of coats even though they are priced higher than our coats.

Guaranteed To Satisfy You On Arrival Or No Trade

If you want a smooth finished Glazette raincoat, trimmed and edged in white, we can fix you out. Colors: Blue, Rose, or Black. Sizes 34 to 46. Features about as above including fine Glazette material and soft lining. Guaranteed wind and rain proof. Price \$6.95 postpaid.

"This is my second box of hose ordered from you. They are just fine and wear so well. One reason I like them so well is they are silk up to above the knee, which is hard to find in most \$1.00 hose. They fit so close up to the ankle."—Cora A. Ster, Danville, Iowa.



Field's Famous Mattress

A \$25.00 Value for

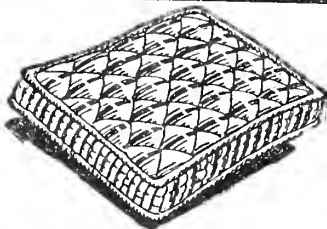
\$13.75

Freight Paid
in Zones 2 & 3

I hardly know where to start to tell you about this mattress. It is a high quality layered felt mattress of the appearance and value which you would expect to see priced closer to \$25.00 than our price of \$13.75. It's made from long fibre cotton, fine quality cotton which has been thoroughly cleaned and combed and is free from all dirt and impurities. Hundreds of very thin layers of this long fibre cotton are piled high. Then they are quilted together to make the most restful and durable mattress. No, it won't get bumpy or hard.

The beautiful art ticking with floral patterns is so heavy and closely woven that the cotton will not work through. It is biscuit tufted, has heavy rolled edges and round corners. The high boxing is quilted both ways and flat ticking handles are securely sewed on. All seams are double sewed with heavy mattress twine. All in all, it's a splendid made mattress — made from splendid materials through-out. It is double bed size, 4 feet 5 inches by 6 feet 4 inches. Weighs a full fifty pounds. The finest and best layered felt mattress we've ever seen.

Every mattress we sell bears a factory label signifying that it passes the most rigid state laws governing sanitary bedding.

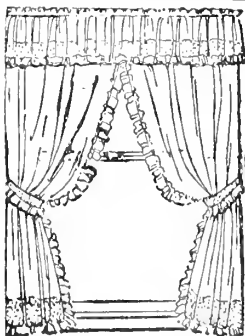


Field's COMFORT Mattress

\$10.75

Freight Paid Zones 2 & 3

This mattress isn't quite so fancy but otherwise nearly the same as the Field's Famous Mattress. Ticking pretty but slightly lighter. Biscuit tufted, rolled edges, and heavily stitched seams. Equal to or better than the usual \$15.00 mattress. Size 4 ft. 5 in. by 6 ft. 4 in. Wt. 50 lbs.



Ruffled Voile Curtains

1 set — \$1.75

2 sets — \$3.40

3 sets — \$5.00

All Postpaid

Blankets

Blankets of every description are priced below and I want to say for all of them — they are guaranteed exactly as represented. Must satisfy you on arrival or no trade.

Cotton Blankets

Double Bed Size

\$3.00

P.P. Zones 2 & 3

This is a feature value—a saving of about one dollar on every pair. Long staple cotton of excellent quality is used in making these blankets. They are heavy, weighing about $3\frac{1}{2}$ lbs. to the pair. Extra large size for double beds—about 70x80 inches. Finished with a soft, downy nap. Choice of blue and white, rose and white, peach and white, grey and white or tan and white patterns in large block plaids. State first and second choice of colors.

Part Wool Blankets

Double Bed Size

\$4.50

P.P. Zones 2 & 3

Just the blankets for service and at a money-saving price. They are double-bed size, 70x80 inches, and very heavy—about $4\frac{1}{2}$ lbs. to the pair. The lofty nap makes these blankets both soft and very warm. The ends are bound with Mohair ribbon and you can choose from blue and white, rose and white, gold and white, lavender and white, grey and white or tan and white, large block patterns. The combination of wool and cotton is preferred by many housewives because the wool gives maximum warmth and the cotton keeps the blankets from shrinking when washed. State first and second choice of colors when ordering.

100 per cent Wool Blankets

Double Bed Size

\$9.75

P.P. Zones 2 & 3

These are not the cheap, thin, wool blankets you usually get at a low price, but the big, heavy, burly blankets that would probably cost you \$12.00 and up if you bought them elsewhere. Every thread is pure wool—long strands of wool, too, thoroughly scoured and combed. That means maximum warmth and wear. The blankets weigh about five pounds to the pair. The ends are bound in satin to match the plaids which are in white combined with blue, rose, gold, grey, tan, orchid, green or black. These will be the most beautiful blankets you ever owned. State first and second choice of colors when ordering.

Pure Wool Camp Blankets \$4.00 Postpaid

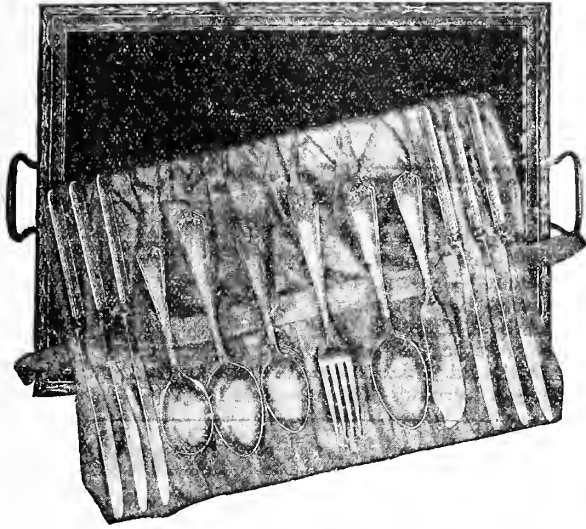
Like army officer's blankets. Strictly new stocks, 100% wool, weight about $3\frac{1}{2}$ pounds. Splendid utility blanket. Grey or Khaki with darker band borders. Grey 62 by 82 inches. Khaki 64 by 80 inches.

All Wool Motor Robes \$6.00 Postpaid

Fancies in color and style. Scotch plaid in darker serviceable colors. Deep fringe on both ends. Pure wool. Size 54 by 76 inches.

Jacquard, Indian, and Indian Plaid Blankets. Colorful and pretty. All around utility blankets. 66 by 80 inches. \$3.00 each, postpaid.

Big, oversize curtains that will hang gracefully at your windows. Nothing cheap or skimpy about them. Made of a good soft grade of ivory white voile trimmed with fluted ruffle of white voile and bands of colored voile—rose, blue, or gold. A set includes two curtains, each 27-inches by $2\frac{1}{4}$ yards—one 54-inch valance—and two tie-back strips. Now, if you want to take a new pride in your home you can start better at the windows where everybody looks in and out. Write your own guarantee.



A Lovely Table Service
Set of 26 pieces \$6.25 P.P.
Beautiful Serving Tray FREE

There is absolutely no plate to wear off and no dark "filler metal" to show through in this Solid Nickleware. It's solid through and through. It's about the color of sterling silver. It will take repeated cleaning with any good cleanser and come out looking as pretty and glossy as new.

The trouble with all of the other reasonably priced tableware is that you can't use it and keep it looking nice. You have to handle it with gloves on and save it for company only. Well, this Solid Nickle set will keep its beautiful appearance. No plate to wear off, and no black base metal to show through.

The Pattern is Lovely, Too

The new "Laureate Pattern," our choice of all we have seen, is a graceful floral design — about as neat and attractive as you can imagine. It is simple and conservative. Pretty without being too fussy and showy. Yes, you will like the Laureate Pattern.

The knives are the new shapely curved style while other pieces are the approved fashionable shape.

All Mounted in Handy Panel

The 26 pieces, a complete service for six people, comes mounted in a sateen faced panel with separate compartments for the various pieces. This panel can be placed in a buffet drawer or placed right on top of the side-board.

The Serving Tray Free

You have always wanted one of the beautiful trays which we will send free with this 26 piece set. It's a generous sized tray. A plum beauty and serviceable, too. The bottom is finished to resemble walnut. The moulding is the latest style polychrome. Yes, it has handles and rubber feet to keep from marring anything.

The panel holding the 26 pieces fits exactly into the tray.

Well, I guess you have the main features about this Solid Nickelware except the guarantee. You can about write your own. We guarantee it solid nickle. No plate to wear off. Can be cleaned easily with any good scour-

ing powder or soap. And, of course, guaranteed to satisfy you in every way.

You Be The Judge

Now, you women folks! If you want something pretty as well as practical, something beautiful as well as mighty useful — send your order along. You won't ever spend \$6.25 for as much household usefulness and value. The free tray alone would cost anywhere from \$2.50 up. At \$6.25 postpaid, this is a bargain sure enough and a beautiful bargain, too.



Yellow Rose Pattern Dishes
With Ivory Tone Background
32 Piece Set \$6.00 P.P.

This is just a picture to show you the beautiful Yellow Rose pattern and to show you how lovely your table will look with our dishes. The spray of yellow roses with black and gray leaves makes a very distinctive and attractive pattern. The ivory tone background finished in Satin Glaze sets the pattern off wonderfully, too. When you see the dishes you won't wonder at the many letters of satisfaction we have received. The price doesn't lead folks to expect half the beauty and quality of our dishes.

We are willing to guarantee them to the limit — especially about your liking the pattern and recognizing unusual quality. One thing sure if you don't like them when they come just send them back at our expense. That's fair enough, isn't it?

Yes, We Will Have An Open Stock

We are in the dish business to stay and will keep an open stock of these dishes, including a long list of pieces which I haven't room to print here. Start with the 32-piece set. You can build it as you go. Open stock list sent on request.

List of 32 Pieces

32-Piece set includes — 6 Plates, 6 in.; 6 Plates, 9 in.; 6 Fruits, 5 in.; 6 Tea Cups; 6 Saucers; 1 Oval Vegetable Dish, 9 in.; 1 Platter, 11 in. Price \$6.00, Freight Paid.

35-Piece set, above list plus Sugar Bowl, Sugar Bowl Lid, and Cream Pitcher — Price \$7.15, Freight paid to you.

Beautiful Stationery

3
Boxes
\$1.45

Postpaid

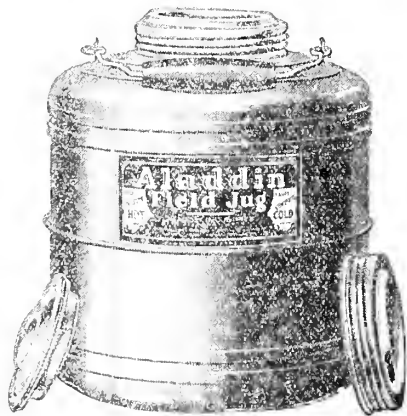


An assortment of three beautiful boxes of fashionable Linen finish Stationery. Regular 75¢ quality. Each box contains 24 envelopes and 24 sheets of paper. One box is pure white linen, another is crystal white with a rippled effect and the third is white with a colorful lining in the envelopes. The envelopes are the fashionable, big wallet flap oversize style. Fine for presents.

Large Box. We have a larger box of the same quality, plain white linen stationery containing 100 sheets and 50 envelopes for **\$1.10 postpaid**. Same fashionable oversize style and beautiful quality.

Steak Knives and Forks

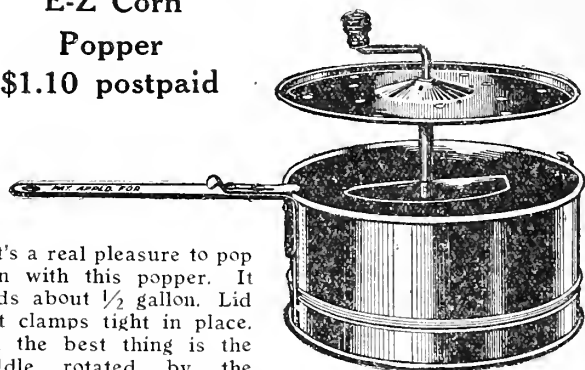
If you are disgusted with using ordinary dull knives at mealtime you will appreciate sharp ones. The steel in these is the real stuff and will hold a sharp edge. Can be re-sharpened. Forks to match at the same price. Blades are stainless. Handles made of solid black rubber. Per set of 6 knives or 6 forks **\$2.75, postpaid**. 2 sets for **\$5.00, postpaid**.



Gal. Size \$1.85 Postpaid

This is one of the very best if not the best insulated jug I ever owned. Some I have paid as high as 3 or 4 times this much for. Yet this one keeps liquids cold as long or hot as long as any jug I ever saw. The outer jacket is welded steel with a glossy green baked enamel finish. The inside container is non-absorbent crock which is almost unbreakable. This is embedded securely in the cork insulation. The opening is large enough to put your hand or a good sized apple through, which means you can keep a whole meal warm in it for several hours. Try one. Use it the year around.

**E-Z Corn
Popper**
\$1.10 postpaid



It's a real pleasure to pop corn with this popper. It holds about $\frac{1}{2}$ gallon. Lid that clamps tight in place. But the best thing is the paddle rotated by the crank in the lid which keeps the corn moving and prevents scorching or burning. The handle is long.

***The Cleanest Cutting Bread Knife
Ever Made***



\$1.00 Postpaid

The serrated edge of this knife absolutely will not tear soft or fresh bread. It will make a clean cut slice and practically no crumbs. The serrated edge is like a real saw. Stays sharp for years and can be sharpened on a whetstone like any knife. Blade 9-inches long.

"Your work shoes are the best I ever had. They are certainly satisfactory. I have had my second pair and will get another pair when these are worn out. They are easy on one's feet and don't get hard, but always stay soft. Don't have to break them in. But just put them on and wear them."—Wm. Sheffield, Lake Andes, South Dakota.



One thing that always impresses visitors of the Trial Grounds is the splendid shape it is in from a gardener's standpoint. Even rows, well cultivated and about as near weedless as you will see anywhere. Of course, Frank and his crew are responsible for this but they give some of the credit to Kinkade Tractor shown above. They have used two of them constantly this Spring and Summer. They think Kinkades are the handiest, easiest to operate and best all-around garden tractors they ever used. If you are interested in them, we suggest you write to the American Farm Machinery Co., 1030—33rd Ave. S. E. Minneapolis, Minnesota.

Test Your Soil for Lime— SOILTEX Outfit \$1.00 P.P.

The motto of the up-to-date farmer has become "lime, legumes and inoculation." Alfalfa, sweet clover and red clover all need lime and most crops do better with it.

The Soiltex pocket-size soil testing outfit with color chart and lime table is a simple test and anyone can test his own soil with it.

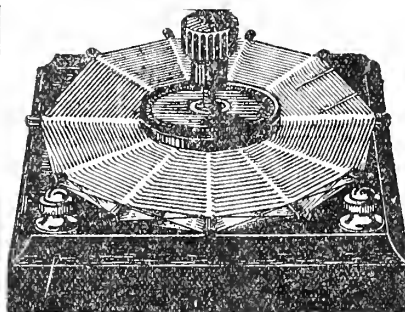
Sure Rat Killer

2 oz. Tube Zelio 50¢

8 oz. Tube Zelio \$1.50

Sent Express Collect

Will kill rats, mice and other rodents. Use on bait. It is tasteless and odorless and they eat it greedily. The poison acts slowly and drives them out of their holes for air and water and there they die. We use it around the Seed House.



Wave Trap

If you have trouble with other stations interfering with your favorite station this Steinite Eliminator may clear it up. We have sold hundreds of them with almost universal satisfaction. It is guaranteed to clear up your interference or your dollar back. Easy to work. Full directions come with it.

\$1.00

Postpaid

Dried Buttermilk MAKES HENS LAY

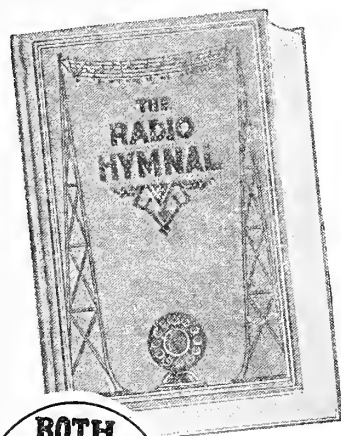
There's nothing to compare with Buttermilk in making hens lay or chicks grow. But the supply of fresh buttermilk is limited. Fortunately Dried Buttermilk is just as good. We have a stock of extra high grade, light color, evaporated fresh Dried Buttermilk. Each pound is equal to 2 gallons of Fresh Buttermilk. It will pay you big to feed it. Here are the prices

F. O. B. Shenandoah:—
100 lbs. _____ at 12c lb.
50 lbs. _____ at 13c lb.
25 lbs. _____ at 14c lb.

Army or Camp Cots

Folds into a small bundle like the war time Army Cots but better grade. The frame is All Steel Green Enameled with a cover of extra fine Olive Drab duck material. Fine for picnics, camping or an extra bed. It's a big bargain at \$3.00 f. o. b. Only a few left at this price.

\$3.00



**BOTH
CLOTH
and PAPER
Bindings**

Over 300
Popular
Religious
Songs

Cloth Binding \$1.00

Paper Binding .50

We Pay The Postage

We had to print this special "Radio Hymnal." The Morning Devotional Service from KFNF just had to have its own hymnal. We used to use seven or eight different hymnals in an effort to sing all the old favorites. Even then folks who were attending our religious service at their loud speakers couldn't sing with us unless they just happened to know the song by heart.

SPECIAL LOW PRICE FOR CHURCHES

Right from the start there have been many requests from Churches and Sunday Schools wanting to know if we have any special price for them. Yes, we do. In quantities of 25 or more Hymnals for Churches we make the following special prices:

25 Paper Bound ----- \$ 6.25
25 Cloth Bound ----- 12.50

All Prices Prepaid



The patented finger guard on these paring knives protects the first finger from coming in contact with the back of the blade — thus preventing sore or blistered fingers. The blades are made of stainless steel and will always stay bright and hold an edge. Set contains an assortment of three different shaped blades. Set of 3 for \$1.00 postpaid.

**Missouri Customer likes long list
of things from KFNF**

"I am reordering some of that good coffee. We do think it's the best coffee we've ever used. Or in other words we find every article that we have bought of you satisfactory, such as radio, tires and tubes, fruits, flowers, and also articles in the dry goods line." —Frank Gatterman, Hamden, Mo.

Handy Car Awnings

Simply snap on the window frames. No bolts or screws used. Springs in or out as desired. Your choice of blue and white or orange and green striped. Material—heavy Fringed Canvas. All car sizes. Send width of window frames. Set of 2 for \$2.00 postpaid.



**KFNF
Souvenir
Spoon at a real
BARGAIN**

These beautiful, triple-plated souvenir spoons make an attractive and welcome gift for any purpose. I have sold thousands of them to customers for use on their own tables and even more for use as gifts. These are the famous Rogers triple-plated, 50-year finish quality. Beautifully and artistically designed, full teaspoon size, polished finish and first class in every way. Regular retail price for this quality is from \$1.00 to \$1.50. They come packed either singly in separate boxes or six in one box as you may choose.

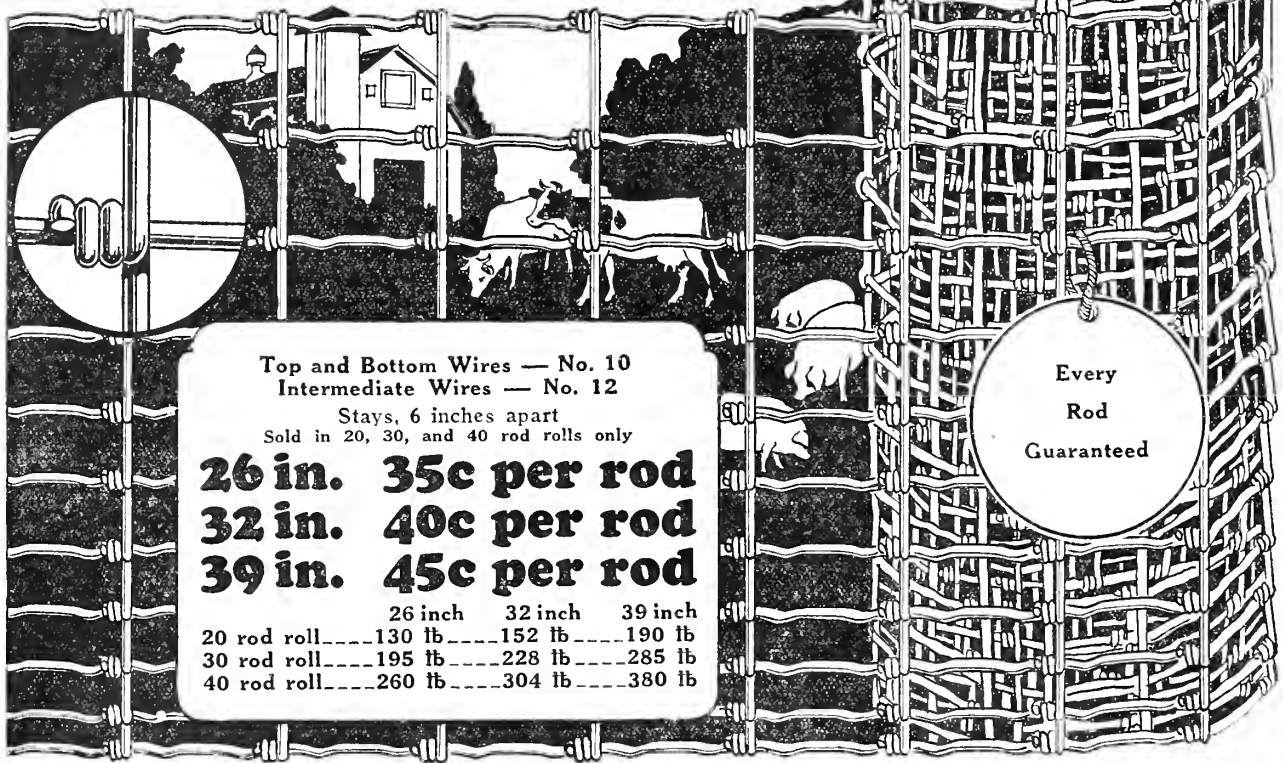
Price, each **60¢**

Set of 6 . . . **\$3.00**

Postpaid anywhere

**60¢ each ~
Set of 6 \$3.00
POSTPAID**

FIELD'S FAMOUS FARM FENCE



Top and Bottom Wires — No. 10
Intermediate Wires — No. 12
Stays, 6 inches apart
Sold in 20, 30, and 40 rod rolls only

26 in. 35c per rod
32 in. 40c per rod
39 in. 45c per rod

	26 inch	32 inch	39 inch
20 rod roll	130 lb	152 lb	190 lb
30 rod roll	195 lb	228 lb	285 lb
40 rod roll	260 lb	304 lb	380 lb

Every Rod Guaranteed

My Way of Doing It

I don't know how you folks put in fence. But here's my way to gain two inches in the height of the fencing and stop the rooting of hogs:—Put a strand of barb wire about an inch off the ground or even right on the ground and put the fencing about an inch above that. I did it for years myself and I bet you never knew anyone to have less trouble with hogs tearing up fences.

H. F.

And Now We Can Save You Money on Fence

We have wanted to sell fence for over 2 years but have never been able to find the right quality at the right prices. We've got both now. Unquestioned quality in material and construction. And at real bargain prices. Yes, I think we will save you from 25 to 30% or even more

on your fence. All of our farm fence is the famous Hinge Joint construction — which is accepted as the most efficient and practical type for all farm purposes. Waiting to be able to offer hinge joint fence is one of the things that has caused delay in starting.

I guess you all know the hinge joint fence like this of ours can't spread. Yet it's a flexible fence that will fit rolling or level ground surfaces and stay properly stretched and taut. It will be tight regardless of temperature changes. It won't bulge, buckle or sag.

You can count on long service, too, because it is heavily galvanized to prevent rust. We fussed at the factory until this fence suited us in every way and could be guaranteed to suit you. Full gauge wire, heavy galvanizing and the hinge joint are things we insisted on. And a low price for you, too.

Fence Prices F.O.B. Shenandoah

Barb Wire

FULL GAUGE. HEAVILY GALVANIZED

Cattle Wire. (2 pt.)
80 rod spool, 79 lbs.

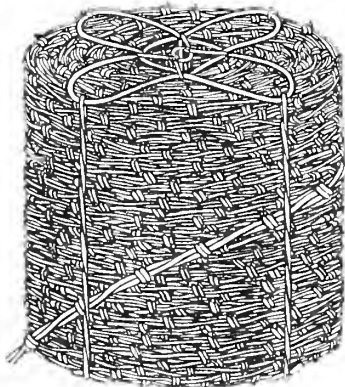
\$3.25

Hog Wire. (2 pt.)
80 rod spool, 85 lbs.

\$3.45

This is the universally accepted Glidden wire. Made of the full gauge heavily galvanized wire, not the cheaper painted wire which soon rusts out. Two strands of No.

12½ gauge wire with two-point 14 gauge barbs, spaced 5 inches apart in the cattle wire and 3 inches apart in the hog wire. The barbs are very sharp and evenly spaced. They are double twisted around the main wire and will not pull off. Order full spools only.



"T" Style Steel Posts

6½ ft.—This low price only on 10 or more. Orders must be multiples of five.

35c

There is one thing about most of the steel posts on the market which we didn't like. That's the punched holes. So many holes must weaken any piece of steel, lower its tensile strength and make it easier to bend. We looked them over cold bloodedly and selected this extra heavy studded post as the strongest and best.

It's a "T" style post. Made of the best new rail steel, which means uniformly fine material and maximum strength. The face of the post is studded. The studs are spaced so that they fit any fencing made. We supply a quantity of heavy wire fasteners with every post order. They are easy to put on and hold the wire firmly in place.

The anchor of our post is a feature, too. Two openings in the anchor fit snugly around two of the studdings. In addition there is a heavy clamp around the post and through the anchor. It's put there to stay and no question about it.

We don't know where you will find the equal of this post in strength. You'll like the handy, sturdy fasteners. They go on quickly and hold fast. And you'll know they don't have to be put through a hole which has weakened the post for you. We believe our price speaks for itself. You can write your own guarantee and send back the posts if they don't suit you on arrival.

Guarantee

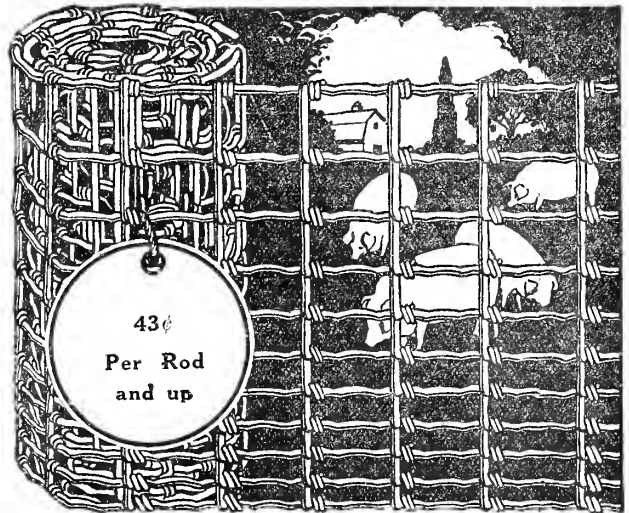
We'll ship to you on the usual Henry Field Guarantee. You to be the judge. When your order comes, look it over. If any of our fencing won't stand the closest kind of inspection, don't keep it a minute. If our fencing isn't more and better for the money than you can get anywhere else, I want you to send it right back and get your money. H. F.

Pure Manilla Rope

By actual comparison you will find our rope to be of smoother fibre, more even weave and far stronger than rope selling at much higher prices. We haven't found any that makes a better showing in breaking tests. And its breaking strength is two or three times as good as most rope anywhere near our prices. Guaranteed the best you ever saw or no trade.

Three strands, pure manilla, long fibre. Clear color treated with just enough oil to make it resist wear and weather.

Size Inches	Breaking Strain lb	Gross Wt. lb per 100 Ft.	Price per Ft.
Prices postpaid Zones 2 and 3.			
¼	725	1.7	¾¢
⅜	1500	3.52	1¼¢
½	2500	7.1	2¢
¾	5200	16.2	4¢
7/8	7700	22.44	5½¢
1	9000	26.6	6½¢



Extra Heavy No. 11 Farm Fence

This is our extra heavy farm fence with top and bottom wires full Standard No. 9 wire and intermediate No. 11. All heavily galvanized. Stays 6 inches apart. Hinge Joint Construction which stretches uniformly on level or rolling ground, will not sag or buckle. Easy to put up tight, and sure to stay that way. Not loosened by change of temperature.

26 inch	-----	43¢ per rod.
32 inch	-----	48¢ per rod.
39 inch	-----	56¢ per rod.
Sold in 20, 30, and 40 rod rolls.		

	26 inch	32 inch	39 inch
20 rods	188 lb	214 lb	260 lb
30 rods	282 lb	321 lb	390 lb
40 rods	376 lb	428 lb	520 lb

Bale Ties

Bundle of 250 — \$1.40

They are 9 ft. long and made of 15 gauge wire. A real saving for you who need bale ties.

Diamond Mesh Poultry Netting

1 inch mesh

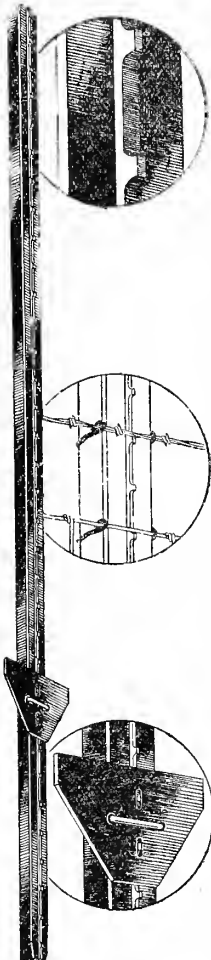
24 inch, Roll of 150 ft. \$3.60

36 inch, Roll of 150 ft. 4.95

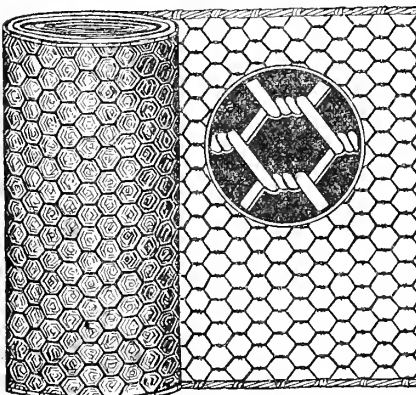
Sold in 150 ft. rolls only

We believe this is the lowest price ever made on strictly first class poultry mesh. The small one-inch mesh, heavily galvanized, full 20 gauge wire.

We are always Adding To Our Line Of Fence. Write Us Before You Buy.



Fence
Prices
F.O.B.
Shenandoah,
Iowa



Men's Raincoats

Rainproof
Windproof
Dustproof

\$7.95

Postpaid

Black or Brown, Length 50 inches, Sizes 34 to 48

We have sold hundreds of these Glazette raincoats and don't know of anything that gives more satisfaction to the men folks. The material is a glossy material which looks like leather. Wears well and certainly turns the wind and water in wonderful shape.

The suede-moleskin lining is a great feature, too. It's soft and warm. In fact, the beauty of this coat is that it's an all-weather coat. Not the cold, clammy kind which has no lining and is so uncomfortable you hate to get into it. The lining of this coat will invite you to wear it on snappy days as well as stormy ones.

Yes, it's double breasted. Has large size pockets and a big convertible collar. The collar can be turned up around your ears, lays flat or can be half and half.

Write your own guarantee. We'll guarantee it's the most and best raincoat you ever saw for the money. Rainproof, windproof and dustproof. And, of course, guaranteed to suit you as to material and appearance.

Horsehide

Boots

MEN'S SIZES

\$7.60

BOY'S SIZES

\$5.60

Postpaid

Here's a boot that's soft and comfortable and guaranteed to stay that way. It's made of Genuine Horsehide Leather from top to toe, stitched with silk and linen thread throughout. The back stay runs the full length of the 16-inch tops. Absolutely will not get stiff regardless of the number of times you get them wet. Made in wide and medium wide lasts. All sizes. Men's **\$7.60** and Boy's **\$5.60**, Postpaid.

If you want real foot mileage and the maximum of comfort, order this boot. Fit and satisfaction guaranteed.



Now You Can See All Of Us

Here's a book about KFNZ. Pictures all the announcers and regular entertainers with a little story about each. Also includes pictures of the interior of our station and of the flower gardens just outside. Thirty-pages of pictures about fifty pictures in all. I know you will enjoy this book about us and treasure it as a souvenir. Sent postpaid for twenty-five cents.

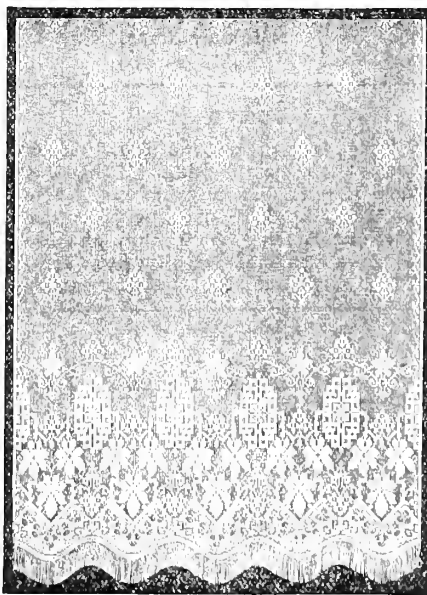
We Are Looking For More Orders

"I want to tell you what I think of Shenandoah Tires. The tire I got was put on a few days after we received it, and is still on. It shows hardly any wear and we think there is no better tire on the market for the money. When we are in need of any tires, look for our future orders."—Frank Blankenhagen, Lake Andes, So. Dak.

Special About Roofing

Yes, we are going to handle Roofing. Have been working hard on it for a long time. I am sure we will make them all sit up and take notice when we announce our reasonably priced Quality Roofing. We couldn't get it ready in time for this catalog but will be ready very soon now. Listen to KFNZ or write to us for details. And I think it will certainly pay you to hold off buying any roofing until you know how much money we can save you on it.

A Bargain For The Women Folks.



Filet Curtain Panels

\$1.55 each

2 for \$3.00

Postpaid

The newest and most popular curtain, quoted at the lowest price we have ever seen anywhere. Cream colored, fine filet net of smooth and even weave. The bottom scalloped with a beautiful rayon fringe, ravel proof and rich in appearance. A large design is worked into the lower part of the net and appears in smaller form throughout the upper part. It's a floral and conventional pattern combined to make the prettiest you have seen, exactly like picture.

Neat scroll edges on the sides of the panel. A beautiful panel and a real bargain at our low price. Very large size, 42-inches wide by 2 1/4 yards long. Send them back for a refund if you are not more than pleased with them in every way.

**MADE
FROM
REAL LIVE
RUBBER**

SHENANDOAH TIRES and TUBES

Here is our answer to the man who says he will sell you a better tire than the World's Champion Shenandoah Tire. It's more than conversation. It's a good old-fashioned challenge to "put up or shut up." We will put a Shenandoah Tire up against any tire made, bar none! Put our tire on your car against any other tire made, one on each side. If the Shenandoah Tire wears out first we will replace it free. The other fellow must agree to do the same. That's all there is to it—except that you will have a hard time finding some one to accept our Challenge. Shenandoah Tires are guaranteed for 15,000 miles and are *guaranteed to beat any other tire regardless of its guarantee.*



**ORDER
TIRES and
TUBES
at the
SAME TIME**

15,000 MILE GUARANTEE

TIRE PRICES—Prices Subject To Change Without Notice. These prices are POSTPAID in zones 2 and 3.

CLINCHER STYLE—ANTI-SKID CORDS & FABRICS

Size	Ply	S. Wt.	Tire	S. Wt.	Tube
50x5	Cord	10	\$ 5.95	2 1/2	\$1.25
50x5 1/2	Cord	15	6.35	2 1/2	1.40
50x5 1/2	Cord	14	7.10	2 1/2	1.40

STRAIGHT SIDE—ANTI-SKID OVER-SIZE CORDS

Size	Ply	S. Wt.	Tire	S. Wt.	Tube
50x5 1/2	4 Ply	15	\$ 7.65	2 1/2	\$1.40
51x1	5 Ply	20	10.80	3 1/2	1.70
52x1	5 Ply	21	11.20	3 1/2	1.75
53x1	5 Ply	21	11.55	3 1/2	1.80
55x1 1/2	6 Ply	25	15.55	4 1/2	2.15
54x1 1/2	6 Ply	31	16.55	4 1/2	2.50

TRUCK CORDS—HEAVY DUTY

Size	Ply	S. Wt.	Tire	S. Wt.	Tube
50x5 1/2	5 Ply Clincher	15	\$ 8.00	2 1/2	\$1.40
52x1 1/2	8 Ply St. Side	52	20.40	4 1/2	2.10
50x5	8 Ply St. Side	58	25.60	5	2.70
52x6	10 Ply St. Side	60	12.65	4	1.50

BALLOON CORDS

Size	Ply	S. Wt.	Tire	S. Wt.	Tube
28x1 1/4	4 Ply	17	\$ 8.10	3 1/2	\$1.60
50x1 1/2	4 Ply	18	8.60	3 1/2	2.05
29x1 1/2	4 Ply	21	11.65	3 1/2	1.50
50x1 1/2	4 Ply	21	12.20	4	1.55
50x5 1/2	6 Ply	26	11.80	4 1/2	1.65
51x5 1/2	6 Ply	27	15.55	4 1/2	1.75
50x5 1/2	6 Ply	31	15.80	5	1.70
51x6 1/2	6 Ply	30	17.20	5 1/2	1.65
55x6 1/2	6 Ply	32	17.15	6	1.85

ODD SIZED TIRES

Size	Ply	S. Wt.	Tire	S. Wt.	Tube	
52x5 1/2	4 Ply	O. S. Cord	22 1/2	\$ 9.25	5	\$1.60
51x1	5 Ply	O. S. Cord	21	12.25	4	1.85
55x5	8 Ply	Ex. Hvy. Duty	42	24.00	6	2.80
51x5	8 Ply	Truck Cord	45	26.45	6	3.00
55x5	8 Ply	Ex. Hvy. Duty	45	29.45	6	3.15
56x6	10 Ply	Ex. Hvy. Duty	61	47.55	7 1/2	5.80
28x1 1/2	4 Ply	Balloon	17	9.80	3 1/2	1.80
51x1 1/4	4 Ply	Cl. Bal Type	18	9.60	3 1/2	1.90
51x1 1/4	4 Ply	SS. Bal. Type	16	10.05	3 1/2	1.90
51x1 1/2	4 Ply		25	15.50	5	2.35
29x5 1/2	6 Ply	Balloon	22	11.85	4	2.35
50x6 1/2	6 Ply	Balloon	50	16.65	6	2.60
52x5 1/2	6 Ply		35	18.15	4 1/2	2.75
52x6 1/2	6 Ply		31	18.15	4 1/2	2.75

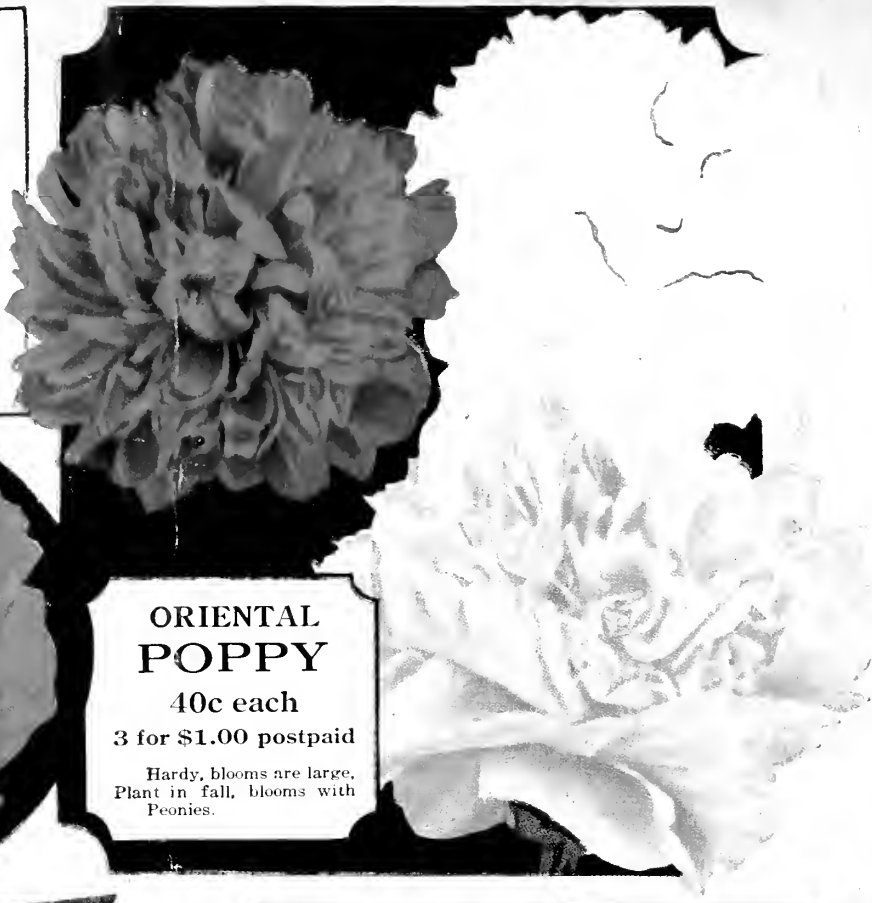
REPUTATION

C. E. Burnette, Roca, Nebraska, got another Shenandoah Tire after running his first one 25,000 miles. And that's the way it goes. Mileage records make sales records. A while back we were selling a Shenandoah Tire every minute and a half of our working day. Shenandoah Tires are World Champions. More miles, more satisfaction. At less Cost.

CREAM of the LIST
PEONY
COLLECTION

My choice of the Peonies. Festiva Maxima is the best white Peony in the list. Felix Crousse is my pick of the reds. Edulis Superba is the best early pink.

1 PLANT \$1.75 POST
OF EACH PAID



ORIENTAL
POPPY

40c each

3 for \$1.00 postpaid

Hardy, blooms are large,
 Plant in fall, blooms with
 Peonies.



12 IRIS for \$1.00
POSTPAID

One each of Purple King (1), Silver King (2), Canary Bird (3), Madam Chereau (4), Princess Beatrice (5), Caprice (6), and six other different varieties (our choice.) Plainly labelled so you can know them. A real bargain of gorgeous Iris.

1-PURPLE KING
 2-SILVER KING

3-CANARY BIRD
 4-MADAME CHEREAU

5-PRINCESS BEATRICE
 6-CAPRICE